

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 14, 1979

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	29.6	22,580
2	ALICE#	28.5	21,750
3	WORLD SERIES GAME #1(S)	28.2	21,520
4	EIGHT IS ENOUGH#	27.9	21,290
5	17TH ANNIVERSARY-J CARSON(S)	27.7	21,140
6	JEFFERSONS#	26.8	20,450
7	WORLD SERIES GAME #5(S)	26.2	19,990
8	CHARLIE'S ANGELS#	25.5	19,460
9	M*A*S*H	24.2	18,460
10	60 MINUTES	24.1	18,390
11	NBC THEATER-SUN.(S)	23.9	18,240
12	WORLD SERIES GAME #4(S)	23.5	17,930
13	LITTLE HOUSE-PRAIRIE	23.4	17,850
14	THREE'S COMPANY	23.3	17,780
15	BARNEY MILLER#	23.0	17,550
15	ONE DAY AT A TIME	23.0	17,550
15	TRAPPER JOHN, M.D.#	23.0	17,550
18	CHIPS	22.8	17,400
19	WORLD SERIES GAME #3(S)	22.5	17,170
20	COUNTRY MUSIC AWARDS(S)	22.4	17,090
21	NBC THEATER-MON.(S)	22.0	16,790
21	SOAP#	22.0	16,790
23	WORLD SERIES PRE GAME #1(S)	21.9	16,710
24	CBS TUESDAY NIGHT MOVIES	21.4	16,330

CONT'D

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	LOVE BOAT	21.3	16,250
25	MORK & MINDY	21.3	16,250

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	EIGHT IS ENOUGH#	20.4	42,240
2	NBC THEATER-SUN.(S)	19.9	41,190
3	ALICE#	19.6	40,530
4	WORLD SERIES GAME #5(S)	18.9	39,090
5	WORLD SERIES GAME #1(S)	18.4	38,140
6	17TH ANNIVERSARY-J CARSON(S)	18.4	38,010
7	CHARLIE'S ANGELS#	18.3	37,810
8	MORK & MINDY	18.0	37,270
9	CHIPS	17.7	36,590
10	JEFFERSONS#	17.6	36,380
11	WORLD SERIES GAME #2(S)	17.6	36,320
12	M*A*S*H	16.9	34,870
13	THREE'S COMPANY	16.8	34,810
14	LITTLE HOUSE-PRAIRIE	16.8	34,750
15	ONE DAY AT A TIME	16.3	33,750
16	B.J. AND THE BEAR	16.0	33,060
17	60 MINUTES	15.9	32,790
18	HAPPY DAYS	15.8	32,590
19	COUNTRY MUSIC AWARDS(S)	15.4	31,890
20	BARNEY MILLER#	15.2	31,520
21	SHERIFF LOBO#	15.2	31,430

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

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NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALICE#	24.1	19,330
2	NBC THEATER-SUN.(S)	23.9	19,130
3	17TH ANNIVERSARY-J CARSON(S)	23.1	18,500
4	EIGHT IS ENOUGH#	22.6	18,090
5	COUNTRY MUSIC AWARDS(S)	22.0	17,660
6	JEFFERSONS#	21.7	17,400
7	CHARLIE'S ANGELS#	20.8	16,640
8	LITTLE HOUSE-PRAIRIE	20.2	16,180
9	CBS TUESDAY NIGHT MOVIES	19.5	15,640
10	ABC FRIDAY NIGHT MOVIE#	19.3	15,480
11	TRAPPER JOHN, M.D.#	19.1	15,320
12	ONE DAY AT A TIME	18.9	15,120
13	M*A*S*H	18.8	15,030
14	60 MINUTES	18.7	14,980
15	WORLD SERIES GAME #5(S)	18.7	14,960
16	BARNABY JONES#	18.5	14,830
17	THREE'S COMPANY	18.2	14,560
18	LOVE BOAT	17.8	14,240
19	CHIPS	17.6	14,140

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	27.4	19,780
2	WORLD SERIES GAME #2(S)	26.4	19,060
3	WORLD SERIES GAME #5(S)	25.3	18,260
4	WORLD SERIES GAME #3(S)	21.8	15,750
5	ABC NFL FOOTBALL SPECIAL(S)	21.0	15,130
6	WORLD SERIES GAME #4(S)	20.8	14,970
7	17TH ANNIVERSARY-J CARSON(S)	20.1	14,510
8	60 MINUTES	19.8	14,260
9	NAT'L LEAGUE CHAMP. GM 1(S)	19.4	14,020
10	WORLD SERIES PRE GAME #1(S)	18.4	13,250
11	ALICE#	17.9	12,920
12	AMER. LEAGUE CHAMP. GM 1(S)	17.9	12,900
13	JEFFERSONS#	17.4	12,560
14	FLESH & BLOOD-PT.-1(S)	17.3	12,490
15	CHIPS	17.2	12,430
16	B.J. AND THE BEAR	17.0	12,270
17	BIG EVENT#	16.9	12,210
18	NFL MONDAY NIGHT FOOTBALL	16.8	12,140
19	WORLD SERIES PRE GAME #2(S)	16.3	11,770
20	ONE DAY AT A TIME	16.3	11,720
21	SOAP#	16.2	11,700
22	MORK & MINDY	16.0	11,520
23	WORLD SERIES PRE GAME #3(S)	15.9	11,490
24	AMER. LEAGUE CHAMP. GM 3(S)	15.9	11,460

CONT'D

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	M*A*S*H	15.9	11,430
25	TRAPPER JOHN, M.D.#	15.9	11,430
27	NBC THEATER-MON.(S)	15.6	11,210
28	ARCHIE BUNKER'S PLACE	15.4	11,100
29	THREE'S COMPANY	15.3	11,040
30	EIGHT IS ENOUGH#	14.9	10,720

CONT'D

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 14, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC THEATER-SUN.(S)	24.7	12,330
2	17TH ANNIVERSARY-J CARSON(S)	23.4	11,660
3	COUNTRY MUSIC AWARDS(S)	22.9	11,410
4	EIGHT IS ENOUGH#	22.4	11,180
5	CHARLIE'S ANGELS#	22.1	11,010
6	ABC FRIDAY NIGHT MOVIE#	21.0	10,490
7	MORK & MINDY	19.8	9,860
8	M*A*S*H	19.1	9,510
9	THREE'S COMPANY	19.0	9,500
10	ALICE#	19.0	9,460
11	VEGA\$#	18.8	9,390
12	BARNEY MILLER#	17.8	8,900
13	BARNABY JONES#	17.8	8,870
14	CBS TUESDAY NIGHT MOVIES	17.7	8,830
15	FLESH & BLOOD-PT.-1(S)	17.6	8,790
16	HAPPY DAYS	17.5	8,720
16	LITTLE HOUSE-PRAIRIE	17.5	8,720
18	QUINCY, M.E.	17.4	8,700
19	CHIPS	17.3	8,620

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALICE#	35.8	8,710
2	JEFFERSONS#	31.9	7,760
3	ARCHIE BUNKER'S PLACE	27.5	6,690
4	ONE DAY AT A TIME	26.3	6,400
5	60 MINUTES	26.2	6,360
6	LITTLE HOUSE-PRAIRIE	25.7	6,250
7	WALTONS	24.7	6,000
8	LOVE BOAT	23.8	5,790
9	TRAPPER JOHN, M.D.#	23.5	5,710
10	CBS TUESDAY NIGHT MOVIES	22.9	5,560
11	DIFF'RENT STROKES#	22.7	5,520
12	NBC THEATER-SUN.(S)	22.6	5,500
13	EIGHT IS ENOUGH#	22.4	5,450
14	WORLD SERIES GAME #1(S)	22.1	5,380
15	WORLD SERIES GAME #5(S)	21.9	5,320
16	17TH ANNIVERSARY-J CARSON(S)	20.9	5,090
17	COUNTRY MUSIC AWARDS(S)	20.8	5,050
17	WORLD SERIES GAME #2(S)	20.8	5,050
19	HELLO LARRY#	20.4	4,950
20	WORLD SERIES PRE GAME #1(S)	19.9	4,840
21	HAWAII FIVE-O	19.8	4,810
22	GREEK TYCOON(S)	19.4	4,730
23	BARNABY JONES#	19.1	4,640

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	24.0	11,400
2	WORLD SERIES GAME #2(S)	22.0	10,440
3	WORLD SERIES GAME #5(S)	21.7	10,310
4	17TH ANNIVERSARY-J CARSON(S)	21.7	10,290
5	ABC NFL FOOTBALL SPECIAL(S)	21.5	10,200
6	WORLD SERIES GAME #3(S)	19.5	9,260
7	MORK & MINDY	18.9	8,960
8	SOAP#	17.7	8,410
9	NBC TUE. NIGHT MOVIE#	17.6	8,360
10	FLESH & BLOOD-PT.-1(S)	17.2	8,170
11	BIG EVENT#	16.7	7,910
12	NFL MONDAY NIGHT FOOTBALL	16.6	7,880
13	B.J. AND THE BEAR	16.5	7,840
14	CHIPS	16.3	7,750
15	M*A*S*H	15.8	7,500
16	MAN CALLED SLOANE	15.7	7,470
17	NAT'L LEAGUE CHAMP. GM 1(S)	15.6	7,390
18	60 MINUTES	15.5	7,370
19	ASSOCIATES	15.5	7,340
20	BUCK ROGERS-25TH CENTURY	15.4	7,310
21	WORLD SERIES GAME #4(S)	15.3	7,280
22	NBC THEATER-MON.(S)	15.1	7,150
23	SATURDAY NIGHT	15.0	7,130
24	ABC SUNDAY NIGHT MOVIE#	14.8	7,040

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	38.3	7,320
2	WORLD SERIES GAME #1(S)	36.1	6,900
3	WORLD SERIES GAME #5(S)	35.7	6,830
4	WORLD SERIES GAME #4(S)	33.8	6,470
5	WORLD SERIES GAME #3(S)	29.5	5,640
6	AMER. LEAGUE CHAMP. GM 1(S)	28.8	5,510
7	60 MINUTES	28.1	5,370
8	WORLD SERIES PRE GAME #1(S)	27.9	5,340
9	ALICE#	27.8	5,320
9	NAT'L LEAGUE CHAMP. GM 1(S)	27.8	5,320
11	JEFFERSONS#	26.1	4,990
12	ARCHIE BUNKER'S PLACE	25.9	4,950
13	AMER. LEAGUE CHAMP. GM 3(S)	25.2	4,810
14	WORLD SERIES PRE GAME #2(S)	25.0	4,780
15	WORLD SERIES PRE GAME #3(S)	23.4	4,480
16	NAT'L LEAGUE CHAMP. PRE 1(S)	23.1	4,410
17	ONE DAY AT A TIME	23.0	4,400
18	AMER. LEAGUE CHAMP. GM 4(S)	22.8	4,350
19	AMER. LEAGUE CHAMP. PRE 1(S)	22.6	4,320
20	ABC NFL FOOTBALL SPECIAL(S)	21.5	4,120
21	TRAPPER JOHN, M.D.#	20.6	3,930
22	AMER. LEAGUE CHAMP. PRE 3(S)	20.3	3,890
23	CHIPS	19.8	3,790
24	NAT'L LEAGUE CHAMP. GM 2(S)	19.5	3,730

CONT'D

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 14, 1979

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	CBS NFL FOOTBALL GAME 1	14.5	6,860

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	HAWAII FIVE-O	18.8	3,600
26	NFL MONDAY NIGHT FOOTBALL	18.7	3,570
27	LITTLE HOUSE-PRAIRIE	18.4	3,520
28	B.J. AND THE BEAR	18.4	3,510
29	FLESH & BLOOD-PT.-1(S)	18.0	3,450
30	NAT'L LEAGUE CHAMP. GM 3(S)	17.9	3,420
30	WORLD SERIES PRE GAME #5(S)	17.9	3,420
32	NBC THEATER-MON.(S)	16.9	3,240
33	SHERIFF LOBO#	16.9	3,230
34	THREE'S COMPANY	16.8	3,220
35	17TH ANNIVERSARY-J CARSON(S)	16.8	3,210
36	WALTONS	16.3	3,120
37	CBS EVENING NEWS-CRONKITE	16.3	3,110

NOTES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
•EVENING																																		
ABC FRIDAY NIGHT MOVIE										3	189		A 20.3	34	1549	1872	907	364	1000	466	678	596	138^232	483	145^	337	328	45^ 80^	172	107^	217	157		
1 FRI. 9.00P 120 ABC FF										98		B 17.7	30	1351	1918	788	361	873	399	612	521	115	200	541	217	388	351	59	107	205	102	299	224	
9.00 - 9.30												A 18.3	31	1396	1911	874	364	988	449	640	567	128^253	491	134^	333	352	36^ 80^	201	129^	231	158^			
9.30 - 10.00												A 19.9	33	1518	1840	881	354	985	462	646	576	120^229	466	125^	322	324	35^ 79^	191	131^	198	139^			
10.00 - 10.30												A 22.0	37	1679	1895	916	354	1000	468	693	610	144	229	494	155	342	320	51^ 85^	174	103^	227	170		
10.30 - 11.00												A 21.0	36	1602	1845	948	383	1024	486	724	628	157	217	482	157	345	314	57^ 83^	131^	72^	208	156		
ABC NEWSBRIEF-M-F										24	185	194	A 17.4	28	1328	1859	655	239	734	279	448	393	100	217	709	270	421	377	110	218	190	90	226	169
1 MON. 8.57P 2 ABC N										96	97	B 18.0	29	1373	1842	697	281	772	315	492	433	97	212	639	262	400	350	96	184	201	102	230	160	
1 TU-TH 9.58P 1																																		
1 FRI. 8.58P 1																																		
2 MON. 8.58P 1																																		
2 TUE. 9.58P 1																																		
2 W & F 8.13P 1																																		
2 THU. 8.11P 1																																		
ABC NEWSBRIEF-SAT. SAT. 9.58P 1 ABC N										5	194	193	A 20.2	35	1541	1929	799	248	874	319	475	411	129	339	587	230	374	308	75^180	168	116	300	239	
										98	97	B 18.9	34	1442	1887	752	274	849	318	484	415	117	310	600	244	383	326	91	181	157	101	281	222	
ABC NEWSBRIEF-SUN. 1 SUN. 8.58P 1 ABC N										5	195	184	A 15.1	23	1152	2103	654	325	736	363	553	421	92^160	802	406	577	408	114	173	242	104^	323	199	
2 SUN. 8.57P 2										98	97	B 17.6	27	1343	2095	678	364	758	396	582	446	76	145	771	413	570	434	81	142	229	114	337	228	
ABC NFL FOOTBALL SPECIAL(S)											195		A 19.4	33	1480	1884	573	246	605	247	383	329	70^187	1023	426	690	520	169	278	143^	23^	113^	86^	
2 SUN. 9.00P 171 ABC SE											99		A 18.7	28	1427	1902	526	266	565	232	358	317	74^173	1015	418	667	498	175	285	149^	23^	173	119^	
9.00 - 9.30												A 21.7	33	1656	1827	533	253	566	215	352	312	75^181	1005	382	634	506	187	302	147	21^	109^	89^		
9.30 - 10.00												A 23.3	37	1778	1877	595	276	629	266	398	337	76^196	976	389	648	536	164	274	152	25^	120^	90^		
10.00 - 10.30												A 19.6	33	1495	1870	595	248	623	247	393	350	64^195	993	398	675	544	173	274	154^	25^	100^	72^		
10.30 - 11.00												A 16.8	32	1282	1910	592	191	617	256	396	331	59^181^	1077	506	776	514	162^257	134^	25^	82^	64^			
11.00 - 11.30												A 14.8	36	1129	1998	619	201^	644	282	410	324	64^192^	1159	539	831	522	156^274	112^	16^	83^	63^			
11.30 - 12.00																																		
ABC SUNDAY NIGHT MOVIE 1 SUN. 9.00P 112 ABC FF										4	196	99	A 16.8	27	1282	1846	699	331	753	393	587	449	46^114^	709	351	549	488	59^103^	172^104^	212	155^			
9.00 - 9.30												B 17.4	29	1328	1897	745	378	809	408	615	506	74	145	808	402	609	525	59	139	146	74	134	104	
9.30 - 10.00												A 14.9	23	1137	1889	698	321	785	387	583	455	62^147^	663	325	514	441	41^115^	198^118^	243	168^				
10.00 - 10.30												A 15.1	23	1152	1872	715	347	771	395	589	464	57^122^	674	341	541	483	35^ 84^	184^113^	243	189^				
10.30 - 11.00												A 18.9	31	1442	1822	697	335	740	395	579	445	34^102^	725	348	543	496	74^109^	159^ 99^	198	149^				
												A 19.0	34	1450	1790	677	311	711	385	584	431	30^ 88^	774	394	600	520	84^109^	150^ 90^	155^	109^				
ABC WORLD NEWS TONIGHT M-F 6.30P 30 ABC N										10	193	188	A 11.1	22	847	1590	686	234	744	175	374	389	90	296	636	197	340	309	104	241	99	64^	111	79
										97	97	B 11.1	22	847	1590	686	234	744	175	374	389	90	296	636	197	340	309	104	241	99	64	111	79	
ABC WRLD NEWS TONIGHT-SUN 1 SUN. 6.30P 30 ABC N										1	141	86	A 6.6	14	504	1835	875	138^	946	205^	416^368^	167^479	673	187^	299^202^	147^332^	84^ 67^	132^	104^					
												B 6.6	14	504	1835	875	138	946	205	416	368	167	479	673	187	299	202	147	332	84	67	132	104	
ALICE 1 SUN. 9.07P 30 CBS CS										3	194	99	A 28.5	43	2175	1863	805	215	888	279	434	390	147	400	595	170	302	285	123	244	215	150	165	117
												B 24.2	37	1846	1779	794	249	881	270	430	386	135	385	606	176	297	267	133	263	141	102	151	108	
AMER. LEAGUE CHAMP. PRE 1(S) 1 WED. 8.00P 18 NBC SC										215		99	A 14.4	25	1099	1510	475	179^	488	93^	232	225	85^234	850	202^	396	385	178^394	103^	LT	69^	54^		
AMER. LEAGUE CHAMP. GM 1(S) 1 WED. 8.18P 214 NBC SE										215		99	A 20.8	35	1587	1465	445	178	459	122^	232	234	96^191	813	230	412	383	171	347	129^	12^	64^	57^	
8.30 - 9.00												A 18.1	30	1381	1428	416	153^	429	95^	188	201	93^210	819	180	355	391	190	379	108^	LT	72^	61^		
9.00 - 9.30												A 20.6	33	1572	1495	444	221	471	99^	246	250	105^194	798	196	390	396	166	347	144^	21^	82^	68^		
CONT'D																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	MEN 18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
DETECTIVE SCHOOL SAT. 8.30P 30 ABC CS 5 197 195														A 13.1 24 1000	1994	752 189	820 251	367 337	131 385	605 204	369 349	100^188	179 108^	390 301									
SAT. 8.30P 30 ABC CS 99 97														B 13.3 25 1015	1924	747 235	841 295	422 348	135 356	631 229	381 362	117 202	137 79	315 228									
DIFF'RENT STROKES 44 196														A 20.0 34 1526	2047	799 258	887 223	422 460	123^361	571 193	332 307	82^188	194 80^	395 268									
2 FRI. 8.00P 30 NBC CS 98														B 17.9 34 1366																			
DISNEY'S WONDERFUL WORLD 5 210 210														A 15.7 27 1198	2376	691 265	761 378	547 425	83^181	665 294	494 406	60^136	226 100^	724 456									
SUN. 7.00P 60 NBC FV 99 99														B 16.5 29 1259	2433	730 254	825 382	567 470	83 212	718 316	511 418	92 156	229 81	661 437									
7.00 - 7.30														A 13.3 23 1015	2301	670 268	737 359	525 410	73^177	649 276	472 398	60^136	230 99^	685 427									
7.30 - 8.00														A 18.2 31 1389	2410	702 260	773 388	556 436	87^183	670 304	504 409	58^135	220 102	747 472									
DUKES OF HAZZARD 4 187 188														A 19.5 32 1488	2077	640 173	708 309	486 419	85 185	577 232	386 341	81^139	219 90	573 405									
FRI. 9.00P 60 CBS CS 99 99														B 19.7 33 1503	2055	680 214	739 310	489 419	90 203	582 203	364 343	97 165	213 81	521 365									
9.00 - 9.30														A 18.9 31 1442	2109	624 174	692 304	481 418	80^175	588 236	396 354	80^137	226 87	603 421									
9.30 - 10.00														A 20.1 33 1534	2038	651 169	720 310	489 418	92 196	560 224	371 328	81 138	544 387										
EIGHT IS ENOUGH 4 193														A 27.9 44 2129	1984	766 232	849 333	526 420	113 256	504 185	304 260	60^135	288 177	343 261									
1 WED. 8.00P 60 ABC CS 99														B 25.3 42 1930	2001	774 299	872 358	550 436	110 262	474 186	290 230	72 148	273 175	382 258									
8.00 - 8.30														A 26.0 42 1984	1990	763 235	845 320	511 418	115^264	529 199	312 257	64^149	274 170	342 256									
8.30 - 9.00														A 29.7 47 2266	1982	772 230	854 347	539 424	111 248	482 170	293 268	53^121	302 183	344 265									
FANTASY ISLAND 3 196														A 17.5 30 1335	2044	730 327	832 342	519 448	115^239	532 205	342 329	62^107^	276 176^	404 312									
1 FRI. 8.00P 60 ABC A 99														B 14.4 25 1099	1995	740 342	828 333	509 467	123 241	584 213	365 341	84 155	206 108	377 289									
8.00 - 8.30														A 16.6 29 1267	2089	742 334	841 338	518 459	113^242	552 216	349 334	61^109^	285 191	411 313									
8.30 - 9.00														A 18.3 31 1396	2006	720 323	824 343	522 440	112^234	513 196	337 327	60^102^	270 163^	399 310									
FLESH & BLOOD-PT.-1(S) 183														A 21.2 35 1618	1773	772 339	837 369	543 472	89^220	771 344	503 416	78^213	107^ 59^	58^ 35^									
2 SUN. 9.18P 120 CBS GD 99														A 17.9 27 1366	1909	776 362	848 369	544 467	84^237	817 359	534 471	77^220	134^ 65^	110^ 82^									
9.30 - 10.00														A 22.5 36 1717	1733	780 319	845 398	554 492	88^209	742 348	485 390	80^205	100^ 58^	46^ 24^									
10.00 - 10.30														A 23.4 41 1785	1730	755 336	826 364	542 463	92^205	775 346	511 409	83^212	98^ 59^	31^ 10^									
10.30 - 11.00														A 17.2 26 1312	1691	823 332	935 304	532 428	184 360	521 177^	269 257	96^208	131^ 87^	104^ 76^									
GREEK TYCOON(S) 186														A 14.1 22 1076	1744	769 317	870 300	497 408	179^340	468 135^	231 241	111^204^	152^102^	254 197^									
2 WED. 8.00P 143 CBS FF 99														A 16.9 25 1289	1665	812 306	919 293	507 416	200 371	458 135^	225 230	99^201	137^ 90^	151^ 113^									
8.00 - 8.30														A 18.3 28 1396	1724	824 337	946 305	529 412	177 370	570 201	296 264	102^229	141^ 99^	67^ 41^									
8.30 - 9.00														A 18.6 28 1419	1658	855 347	961 303	545 446	189 368	534 191	282 256	84^209	124^ 77^	39^ 24^									
9.00 - 9.30														A 18.2 28 1389	1682	852 359	977 328	587 454	180 352	572 227	316 299	84^192	100^ 68^	33^ 20^									
9.30 - 10.00														A 20.6 33 1572	2073	738 312	834 375	554 458	93 226	547 253	359 286	58^149	230 135	462 288									
10.00 - 10.30														B 21.4 36 1633	1977	693 289	785 362	526 419	87 208	543 280	377 285	71 132	228 123	421 274									
HAPPY DAYS TUE. 8.00P 30 ABC CS 5 199 206														A 18.1 34 1381	1881	833 288	912 353	581 478	107 271	661 258	439 367	90 166	134 93	174 150									
99 99														B 17.6 34 1343	1828	782 307	870 347	553 457	117 267	641 270	415 369	93 170	140 96	177 146									
HART TO HART SAT. 10.00P 60 ABC PD 4 195 194														A 18.4 34 1404	1912	848 277	932 356	585 487	104 282	663 256	434 371	92 168	130 90	187 160									
99 98														A 17.8 35 1358	1837	815 297	889 353	577 468	108 255	654 261	444 360	88^160	135 92	159 137									
10.30 - 11.00														A 17.1 27 1305	1739	750 285	837 207	362 381	165 369	710 204	341 311	162 275	97 30^	95 55^									
HAWAII FIVE-O 2 190 181														B 17.1 27 1305	1739	750 285	837 207	362 381	165 369	710 204	341 311	162 275	97 30	95 55									
1 THU. 9.00P 120 CBS OP 98 99														A 15.4 24 1175	1757	769 305	850 211	364 390	155 381	664 203	309 279	142 269	112 41^	131 79^									
2 THU. 9.00P 60														A 15.9 24 1213	1807	775 309	864 208	379 387	168 383	717 206	329 309	159 289	89^ 33^	137 90^									
9.00 - 9.30														A 19.9 33 1518	1705	709 252	805 200	353 368	161 345	749 194	382 355	179 266	111^ 26^	40^ 20^									
9.30 - 10.00														A 20.2 37 1541	1637	706 247	794 203	333 368	177 344	730 207	368 328	176 270	86^ 15^	27^ LT									
10.00 - 10.30																																	
10.30 - 11.00																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																													
HELLO LARRY																													
2	FRI.	8.30P	30	NBC	CS		185	96		A 17.6	29	1343	1900	778 186	876 213	382 434	127^368	549 169^	306 295	106^186	177^ 78^	298 218							
INCREDIBLE HULK																													
1	FRI.	8.00P	60	CBS	SF		186	99		A 16.6	29	1267	2122	797 207	866 265	505 462	142^302	635 230	402 374	83^176^	125^ 58^	496 316							
8.00 - 8.30																													
8.30 - 9.00																													
JEFFERSONS																													
1	SUN.	9.37P	30	CBS	CS		190	99		A 26.8	41	2045	1779	767 218	850 256	409 371	139 379	614 183	311 302	133 244	177 125	138 108^							
LAST RESORT(B)																													
1	MON.	9.55P	30	CBS	CS		188	98		A 16.2	24	1236	1733	717 280	771 211	478 407	114^263	530 149^	307 275	95^173^	264 172^	168^ 102^							
LAST RESORT																													
1	WED.	8.00P	30	CBS	CS		183	96		A 13.3	21	1015	1750	691 269	765 261	462 428	56^249	476 144^	308 307	47^136^	182^ 65^	327 152^							
LAVERNE AND SHIRLEY																													
1	THU.	8.00P	30	ABC	CS		203	99		A 20.0	34	1526	1895	622 267	746 280	468 383	102^227	550 211	338 334	39^155^	247 177	352 240							
LAZARUS SYNDROME																													
TUE. 10.00P																													
10.00 - 10.30																													
10.30 - 11.00																													
LIFEGUARD(S)																													
2 SAT. 8.00P																													
8.00 - 8.30																													
8.30 - 9.00																													
9.00 - 9.30																													
9.30 - 10.00																													
LITTLE HOUSE-PRAIRIE																													
MON. 8.00P																													
8.00 - 8.30																													
8.30 - 9.00																													
LOU GRANT																													
1 MON. 10.25P																													
10.30 - 11.00																													
11.00 - 11.30																													
LOVE BOAT																													
SAT. 9.00P																													
9.00 - 9.30																													
9.30 - 10.00																													
MAN CALLED SLOANE																													
SAT. 10.00P																													
10.00 - 10.30																													
10.30 - 11.00																													
M*A*S*H																													
1 MON. 9.25P																													
2 MON. 9.00P																													

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																					
MORK & MINDY										5	202	197	A 21.3	34	1625	2294	685	348	771	411	608	463	69	126	709	383	551	433	65	101	344	140	470	293			
SUN.										8.00P	30	ABC	CS	99	98	B 22.1	35	1686	2224	678	363	765	431	627	480	56	96	707	411	560	443	44	82	303	154	449	318
NAT'L LEAGUE CHAMP. PRE 1(S)										214			A 16.0	27	1221	1509	496	154	526	93	191	175	148	300	708	165	255	311	148	362	173	105	102	72			
1 TUE.										8.00P	18	NBC	SC	99																							
NAT'L LEAGUE CHAMP. GM 1(S)										214			A 21.0	34	1602	1624	501	207	524	169	271	225	114	216	876	307	462	427	145	332	163	43	61	45			
1 TUE.										8.18P	214	NBC	SE	99																							
8.30 - 9.00													A 19.6	31	1495	1577	425	131	438	123	194	162	119	216	825	223	379	410	156	348	163	81	151	119			
9.00 - 9.30													A 21.5	32	1640	1680	485	221	496	143	239	201	118	214	891	288	466	443	140	340	188	61	105	82			
9.30 - 10.00													A 21.4	32	1633	1598	491	203	502	138	245	198	118	225	866	277	452	411	147	345	168	48	62	41			
10.00 - 10.30													A 21.9	34	1671	1628	521	190	532	176	290	223	110	219	899	329	484	424	146	343	147	33	50	32			
10.30 - 11.00													A 21.6	34	1648	1607	500	210	537	183	278	212	116	225	884	329	471	432	142	333	153	26	33	22			
11.00 - 11.30													A 22.2	40	1694	1662	550	263	588	221	334	286	103	204	909	383	536	451	129	290	165	14	LT	LT			
11.30 - 12.00													A 20.3	46	1549	1634	566	269	596	230	354	336	115	185	885	369	505	448	158	300	153	9	LT	LT			
NBC NEWS SPECIAL REPORT(S)										192			A 6.8	11	519	1464	713	314	744	146	340	377	98	330	581	312	402	285	69	129	75	59	64	46			
2 THU.										10.00P	60	NBC	DN	97																							
10.00 - 10.30													A 8.3	13	633	1490	725	323	748	169	371	407	73	308	594	309	411	317	57	124	71	51	77	56			
10.30 - 11.00													A 5.4	9	412	1376	681	289	713	106	281	324	133	351	547	309	380	226	88	134	77	68	39	30			
NBC NEWS UPDATE-M-F										10	191	184	A 17.4	28	1328	1873	652	226	723	253	409	360	106	256	655	253	391	349	99	209	186	92	309	213			
1 M & TH										8.58P	1	NBC	N	96	95	B 17.4	28	1328	1873	652	226	723	253	409	360	106	256	655	253	391	349	99	209	186	92		
1 TUE.										8.16P	1																										
1 W & F										8.15P	1																										
2 M-F										8.58P	1																										
NBC NEWS UPDATE-SAT.										2	197	196	A 21.2	39	1618	2101	719	312	798	273	489	435	96	235	733	267	460	379	88	224	194	89	376	273			
SAT.										8.58P	1	NBC	N	96	96	B 21.2	39	1618	2101	719	312	798	273	489	435	96	235	733	267	460	379	88	224	194	89		
NBC NEWS UPDATE-SUN.										1	191		A 18.5	28	1412	2133	718	311	842	283	499	542	133	224	924	322	585	525	119	239	165	20	202	140			
1 SUN.										9.04P	1	NBC	N	96																							
NBC NIGHTLY NEWS-SAT.										2	147	142	A 8.6	19	656	1488	690	155	783	198	317	234	226	437	585	171	273	199	116	286	52	21	68	11			
SAT.										6.30P	30	NBC	N	79	79	B 8.6	19	656	1488	690	155	783	198	317	234	226	437	585	171	273	199	116	286	52	21		
NBC NIGHTLY NEWS-SUN.										1	119		A 5.5	10	420	1879	832	343	913	287	383	368	186	429	631	88	278	338	102	293	42	29	293	180			
2 SUN.										6.30P	30	NBC	N	68																							
NBC NIGHTLY NEWS										10	191	207	A 11.6	23	885	1715	728	208	824	234	362	321	175	395	633	172	273	243	114	316	99	43	159	84			
1 MTU TH										6.30P	30	NBC	N	94	99	B 11.6	23	885	1715	728	208	824	234	362	321	175	395	633	172	273	243	114	316	99	43		
1 WED.										6.43P	17																										
1 FRI.										7.00P	30																										
2 M-F										6.30P	30																										
NBC THEATER-MON.(S)										201			A 22.0	33	1679	1661	717	246	759	299	463	435	108	216	668	304	425	362	85	193	135	72	99	79			
2 MON.										9.00P	120	NBC	GD	99																							
9.00 - 9.30													A 18.7	28	1427	1664	732	240	799	293	446	416	111	254	628	270	385	346	79	192	113	50	124	84			
9.30 - 10.00													A 23.1	35	1763	1649	694	241	734	277	434	429	104	206	651	282	400	356	87	188	149	83	115	89			
10.00 - 10.30													A 22.9	35	1747	1665	714	247	754	311	480	436	112	208	689	320	444	371	92	200	139	82	83	74			
10.30 - 11.00													A 23.3	37	1778	1661	725	251	750	319	490	452	103	197	695	338	466	372	83	191	137	69	79	71			
NBC THEATER-SUN.(S)										207			A 23.9	36	1824	2258	910	324	1050	454	675	553	161	303	520	199	317	294	79	165	219	161	469	361			
2 SUN.										8.00P	115	NBC	GD	99																							
8.00 - 8.30													A 19.8	30	1511	2345	923	312	1081	490	696	565	155	308	495	183	302	300	58	150	221	151	548	417			
CONT'D																																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	WOMEN 18- 49	25- 54	55- 64	55+ 65+	TOTAL	18- 34	MEN 18- 49	25- 54	55- 64	55+ 65+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
EVENING CONT'D																														
NBC THEATER-SUN. (S-CONT'D)																														
		8.30 -	9.00					A	23.5	35	1793	2291	929	339	1083	472	689	568	167	309	497	197	302	284	68^153	205	152	506	382	
		9.00 -	9.30					A	26.1	38	1991	2232	897	324	1018	436	661	547	163	297	540	203	319	288	93^185	226	172	448	341	
		9.30 -	10.00					A	26.6	40	2030	2187	887	316	1017	426	665	540	153	289	551	219	344	300	89^170	232	169	387	314	
NBC TUE. NIGHT MOVIE																														
2	TUE.	9.00P	139	NBC FF		203	99	A	17.7	30	1351	1928	651	338	754	403	588	441	66^112^	744	399	619	482	64^106^	274	116^	156^	125^		
		9.00 -	9.30					B	19.1	32	1457	1815	699	319	804	374	597	477	84	151	710	332	545	449	76	123	189	77	112	76
		9.30 -	10.00					A	17.7	28	1351	1947	643	323	732	419	565	432	47^95^	699	353	571	463	63^119^	269	117^	247	177^		
		10.00 -	10.30					A	17.6	28	1343	1928	632	314	728	408	574	430	64^104^	746	396	619	482	71^117^	294	130^	160^	123^		
		10.30 -	11.00					A	18.4	31	1404	1964	653	363	770	411	603	461	67^112^	762	422	640	495	69^104^	297	130^	135^	115^		
								A	17.5	31	1335	1957	664	347	791	417	617	441	72^119^	773	422	645	492	60^92^	265	102^	138^	119^		
NBC WED. NIGHT MOVIES																														
2	WED.	9.00P	120	NBC FF		194	98	A	17.8	28	1358	1603	771	311	901	415	616	474	122^223	516	276	407	340	53^77^	95^58^	91^	73^			
		9.00 -	9.30					B	18.0	29	1373	1610	822	342	917	357	605	513	139	251	547	222	375	354	76	129	87	49	59	49
		9.30 -	10.00					A	16.4	25	1251	1581	723	286	840	356	565	455	108^209	508	261	397	342	60^76^	109^68^	124^	99^			
		10.00 -	10.30					A	17.0	26	1297	1715	784	326	927	457	646	471	107^211	549	314	437	363	60^74^	99^73^	140^	109^			
		10.30 -	11.00					A	17.4	27	1328	1604	764	299	891	423	617	463	122^223	537	292	425	354	43^77^	93^49^	83^	65^			
								A	20.3	34	1549	1523	804	329	936	422	629	503	147^246	483	247	383	311	46^79^	77^48^	27^	27^			
NEW KIND OF FAMILY																														
1	SUN.	7.30P	30	ABC CS		4	182	A	9.7	17	740	2070	688	309^	799	267^	465	386	165^300^	602	223^	378	333	62^180^	268^212^	401	277^			
								B	10.2	18	778	1974	641	297	750	346	533	421	85	185	571	267	409	361	47	107	265	168	388	280
NEWSBREAK-M-F																														
1	MTUWF	8.58P	1	CBS N		20	165	A	14.8	23	1129	1890	716	269	822	286	463	399	130	300	562	199	322	293	87	182	214	108	292	194
								B	14.4	23	1099	1909	740	279	834	292	476	407	124	299	592	208	338	311	86	199	188	90	295	202
1 THU. 8.57P 2																														
2 MTUHF 8.58P 1																														
2 WED. 8.48P 1																														
NEWSBREAK-SAT.																														
1	SAT.	8.58P	1	CBS N		4	160	A	8.8	16	671	1981	541	320	792	329	487	359	160^239	639	180^	394	386	141^178^	241	177^	309	223		
2	SAT.	8.56P	3			92	93	B	8.8	16	671	1882	584	309	775	308	450	350	157	260	578	169	344	347	126	173	221	140	308	207
NEWSBREAK-SUN.																														
1	SUN.	9.06P	1	CBS N		4	168	A	22.4	34	1709	1934	791	272	880	292	473	423	130	349	668	213	380	356	104	228	234	146	152	108
2	SUN.	9.16P	1			94	96	B	20.8	32	1587	1827	765	272	864	256	431	391	130	367	643	186	338	316	115	252	176	110	144	100
NFL MONDAY NIGHT FOOTBALL																														
1	MON.	9.26P	184	ABC SE		5	199	A	17.2	30	1312	1626	476	190	506	184	320	284	69^147	925	363	600	514	165	273	117	25^	78^	63^	
2	MON.	9.00P	166			99	99	B	18.3	31	1396	1649	454	185	488	179	303	279	69	145	940	363	609	540	160	268	137	24	84	64
		9.00 -	9.30					A	17.5	27	1335	1816	516	273	547	180^	344	291	89^172^	973	370	643	590	167^263	171^60^	125^	107^			
		9.30 -	10.00					A	17.7	27	1351	1705	466	208	493	177	307	269	77^154	943	343	587	512	181	303	143	33^	126	98	
		10.00 -	10.30					A	18.3	28	1396	1674	464	190	499	174	318	275	73^147	966	342	599	516	180	311	109	17^	100	77^	
		10.30 -	11.00					A	17.7	28	1351	1582	470	189	508	196	335	293	60^136	916	335	573	500	174	288	89^10^	69^	50^		
		11.00 -	11.30					A	16.9	31	1289	1565	484	162	519	211	343	292	64^140	924	396	622	515	139	246	90^21^	32^	28^		
		11.30 -	12.00					A	16.6	36	1267	1431	457	148^	457	163^	301	287	57^108^	823	366	578	472	138^215	100^9^	51^	51^			
		12.00 -	12.30					A	15.5	41	1183	1412	487	176^	487	160^	273	281	52^151^	778	342	550	489	132^192^	147^25^	LT	LT			
ONE DAY AT A TIME																														
1	SUN.	8.37P	30	CBS CS		3	189	A	23.0	35	1755	1923	781	263	862	260	431	395	111	363	668	218	360	337	117	250	213	125	180	124
2	SUN.	8.48P	30			97	99	B	22.2	34	1694	1860	752	258	841	247	415	372	125	365	655	203	352	324	121	251	188	114	176	120
OPERATING ROOM(S)																														
1	THU.	10.00P	54	NBC GD		189	92	A	13.4	23	1022	1676	709	246	809	382	600	479	72^164^	595	215^	386	357	84^181^	175^76^	97^	58^			
		10.00 -	10.30					A	13.7	23	1045	1697	713	241	803	370	597	490	73^165^	599	219^	394	372	76^173^	187^77^	108^	72^			
		10.30 -	11.00					A	13.0	23	992	1653	709	253	821	400	606	469	72^164^	588	206^	373	339	93^190^	160^77^	84^	39^			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME													AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																										
OUT OF THE BLUE										A 11.0 20	839	1983	665 222	772 290	460 355	115^276	638 236	386 303	79^216	250 133^	323 198					
1	SUN.	7.00P	30	ABC	CS		5 185 169			B 9.7 18	740	1953	658 264	752 321	495 393	88 220	617 281	420 330	68 158	231 125	353 244					
2	SUN.	7.34P	26				98 90																			
PARIS										A 10.2 19	778	1702	691 282	763 223	414 439	114^255	622 177	377 322	125^199	180 126^	137^ 115^					
	SAT.	10.00P	60	CBS	OP		3 193 193			B 10.5 20	801	1679	715 293	780 198	402 435	99 280	622 199	367 331	102 194	131 95	146 119					
	10.00 - 10.30									A 9.9 18	755	1751	675 269	751 220	401 426	124^259	641 192	385 329	131^207	190 134^	169 136^					
	10.30 - 11.00									A 10.4 20	794	1659	705 296	780 226	428 456	105^256	605 166	371 315	121^192	168 120^	106^ 92^					
PRIME TIME SUNDAY										A 12.4 21	946	1710	753 199	899 285	510 477	176 314	643 215	392 398	111^197	107^ 57^	61^ 30^					
	SUN.	10.00P	60	NBC	DN		3 201 198			B 12.5 21	954	1724	762 248	875 261	488 459	177 314	687 246	424 433	109 191	100 50	62 32					
	10.00 - 10.30									A 13.3 22	1015	1760	753 212	907 294	518 482	175 314	664 217	401 411	115^205	116^ 60^	73^ 38^					
	10.30 - 11.00									A 11.4 20	870	1663	757 183	893 276	501 477	182 316	621 217	381 386	103^185	100^ 55^	49^ 19^					
QUINCY, M.E.										A 19.0 29	1450	1780	728 284	828 378	600 520	74^181	587 263	432 377	51^117	164 82^	201 151					
	THU.	9.00P	60	NBC	OP		2 201 195			B 19.0 29	1450	1780	728 284	828 378	600 520	74 181	587 263	432 377	51 117	164 82	201 151					
	9.00 - 9.30									A 18.3 28	1396	1804	719 282	817 379	602 520	68^171	580 250	432 390	47^108	178 89	229 171					
	9.30 - 10.00									A 19.7 30	1503	1750	733 283	833 375	597 518	81 189	586 270	429 364	56^122	156 77^	175 133					
REAL PEOPLE										A 19.7 30	1503	1899	661 290	788 286	440 372	120^270	604 314	428 347	76^131^	213 94^	294 203					
	2 WED.	8.00P	60	NBC	U		4 194 98			B 18.8 31	1434	1936	723 297	807 288	484 436	112 251	672 281	444 397	97 170	192 76	265 195					
	8.00 - 8.30									A 20.0 31	1526	1906	671 299	806 292	431 362	137^289	607 296	414 341	84^147^	208 88^	285 196					
	8.30 - 9.00									A 19.4 29	1480	1884	651 280	769 281	451 379	105^250	597 328	439 354	66^113^	217 98^	301 209					
ROCKFORD FILES										A 18.5 30	1412	1695	770 299	865 294	470 454	134^307	597 215	361 368	98^173	110^ 51^	123^ 69^					
2	FRI.	9.00P	120	NBC	PD		98			B 18.7 31	1427	1735	789 301	885 292	474 467	145 324	574 206	340 335	88 177	124 54	152 91					
	9.00 - 9.30									A 16.7 27	1274	1768	792 331	919 300	463 468	152^350	536 196	322 329	80^154^	121^ 59^	192 99^					
	9.30 - 10.00									A 18.9 30	1442	1695	783 301	887 289	451 452	151^341	571 216	339 355	98^167	115^ 56^	122^ 57^					
	10.00 - 10.30									A 19.7 33	1503	1663	742 278	827 293	478 447	120^273	632 220	378 393	106^186	98^ 45^	106^ 61^					
	10.30 - 11.00									A 18.6 31	1419	1672	770 291	841 294	498 459	116^268	650 239	414 400	104^179	103^ 44^	78^ 66^					
ROPER'S										A 15.3 29	1167	2007	727 144	819 237	353 317	131 396	646 179	367 361	131 229	181 121	361 278					
	SAT.	8.00P	30	ABC	CS		5 196 192			B 14.6 29	1114	1967	747 190	842 268	399 324	142 376	641 202	368 348	128 228	154 87	330 239					
17TH ANNIVERSARY-J CARSON(S)										A 27.7 43	2114	1798	774 295	876 372	552 495	146 241	685 335	486 419	79^151	158 56^	79^ 50^					
1	MON.	9.22P	120	NBC	GV		99			A 25.2 37	1923	1873	793 318	897 386	555 473	150 264	701 354	487 400	92^171	167 62^	108^ 73^					
	9.30 - 10.00									A 28.9 44	2205	1816	782 289	881 380	559 506	151 231	668 339	487 422	71^134	182 64^	85^ 59^					
	10.00 - 10.30									A 29.5 47	2251	1788	767 285	869 374	561 513	143 222	696 340	497 438	79^149	163 56^	60^ 37^					
	10.30 - 11.00									A 28.9 51	2205	1686	745 282	849 344	529 492	135 234	676 303	475 415	69^148	121 43^	40^ 25^					
SHERIFF LOBO										A 20.3 32	1549	2029	689 257	794 331	495 424	87^205	679 245	403 391	86^207	124^ 55^	432 290					
	2 TUE.	8.00P	60	NBC	A		3 197 97			B 19.1 31	1457	2034	710 243	804 301	476 427	100 234	710 244	411 384	110 226	142 51	378 252					
	8.00 - 8.30									A 19.1 31	1457	2000	681 256	792 322	482 422	82^204	676 240	394 392	94^214	108^ 46^	424 276					
	8.30 - 9.00									A 21.5 34	1640	2049	698 256	795 342	506 428	88^203	680 248	410 389	84^205	136^ 60^	438 303					
60 MINUTES										A 24.1 41	1839	1783	733 258	815 224	394 391	125 346	775 219	401 414	142 292	106 56^	87 58^					
1	SUN.	7.07P	60	CBS	DN		5 203 202			B 24.9 44	1900	1777	741 284	803 208	376 384	130 343	780 235	407 402	137 300	116 47	78 55					
2	SUN.	7.18P	60				99 99			A 24.1 45	1839	1828	750 254	806 227	393 393	126^338	797 221	409 413	166 305	136 57^	89^ 65^					
	7.00 - 7.30									A 25.3 43	1930	1785	743 261	826 235	403 398	127 344	776 221	403 417	145 289	101 56^	82 55^					
	7.30 - 8.00									A 22.0 35	1679	1763	661 272	734 351	506 432	100^173	697 348	501 429	70^148	190 115^	142^ 102^					
SOAP										B 21.6 34	1648	1770	700 306	768 375	547 464	83 165	618 311	439 379	69 140	222 123	162 113					
1	THU.	9.30P	30	ABC	CS		4 192 98																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION														
PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
T/C THIS SEASON										TEENS (12-17)													CHILDREN (2-11)	
NO. OF STATIONS & PROGRAM COVERAGE										TOTAL FEM.													TOTAL M-11	
HOUSEHOLD AUDIENCES										TOTAL													TOTAL	
K E Y										TOTAL													TOTAL	
AVG. AUD. SHARE %										TOTAL													TOTAL	
AVG. AUD. (0,000)										TOTAL													TOTAL	
TOTAL PERSONS OF (2+)										TOTAL													TOTAL	
LADY WORK-ING HOUSE WOM.										TOTAL													TOTAL	
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11				
WEEKDAY DAYTIME CONT'D																																	
DAYS OF OUR LIVES																																	
1	M-WTHF	1.00P	60	NBC	DD	10	185	210	A	5.9	22	450	1213	806	113^	918	234	432	427	134	419	185	59^	75^	45^	60^	97^	58^	55^	52^	18^		
1	TUE.	1.18P	42				89	99	B	5.9	22	450	1213	806	113	918	234	432	427	134	419	185	59	75	45	60	97	58	55	52	18		
2	M-F	1.00P	60						A	5.7	21	435	1202	800	115^	907	220	409	401	131^	438	195	64^	79^	33^	65^	106^	51^	51^	49^	LT		
									A	6.1	22	465	1204	809	115^	925	247	455	449	139	399	167	56^	67^	42^	54^	88^	62^	58^	50^	24^		
		1.00 - 1.30							A	5.5	20	420	1238	766	117^	924	259	470	444	97^	376	172	39^	62^	57^	47^	90^	68^	57^	74^	30^		
		1.30 - 2.00							B	5.5	20	420	1238	766	117	924	259	470	444	97	376	172	39	62	57	47	90	68	57	74	30		
DOCTORS																																	
M-F	2.00P	30	NBC	DD		10	182	202	A	4.5	15	343	1560	717	329^	983	476^	584^	402^	142^	326^	191^	58^	111^	111^	33^	80^	273^	206^	113^	65^		
EDGE OF NIGHT(B)																																	
1	TUE.	4.00P	30	ABC	DD		132		A	5.5	17	420	1362	758	140^	933	365	630	459	79^	284	168	70^	99^	77^	25^	69^	128^	107^	133^	59^		
							68		B	5.5	17	420	1362	758	140	933	365	630	459	79	284	168	70	99	77	25	69	128	107	133	59		
EDGE OF NIGHT																																	
1	W-F	4.00P	30	ABC	DD	7	150	155	A	6.0	29	458	1358	757	120^	812	363	542	415	61^	211	308	138	175	144	57^	111^	74^	45^	164	33^		
2	M-WTHF	4.00P	30				83	84	B	6.0	29	458	1358	757	128	812	363	542	415	61	211	308	138	175	144	57	111	74	45	164	33		
FAMILY FEUD																																	
1	M-TU-WTHF	11.30A	30	ABC	QP	10	190	190	A	9.3	31	710	1285	759	148	846	343	542	443	98	254	172	55^	83^	75^	28^	83^	171	150	96	47^		
1	WED.	11.48A	12				97	98	B	9.3	31	710	1285	759	148	846	343	542	443	98	254	172	55	83	75	28	83	171	150	96	47		
2	M-F	11.30A	30																														
GENERAL HOSPITAL																																	
1	MON.	3.30P	60	ABC	DD	10	187	190	A	9.0	31	687	1247	783	147	854	358	566	469	93	238	155	54^	79^	67^	24^	74^	154	133	84^	38^		
									A	9.5	31	725	1294	750	144	845	334	526	426	94	265	172	55^	81^	71^	31^	86	171	153	106	54^		
									A	9.7	30	740	1388	676	159	804	325	508	412	116	264	233	46^	89	114	46^	119	225	206	126	65^		
GOOD MORNING, AMERICA-730																																	
M-F	7.30A	30	ABC	N		10	190	190	A	3.5	23	267	1457	727	191^	761	270	491	443	96^	205^	445	138^	225	210^	82^	160^	104^	LT	147^	49^		
							97	98	B	3.5	23	267	1457	727	191	761	270	491	443	96	205	445	138	225	210	82	160	104	LT	147	49		
GOOD MORNING, AMERICA-830																																	
M-F	8.30A	30	ABC	N		10	194	194	A	4.5	27	343	1332	726	195	790	219	403	390	120^	318	382	122^	162^	149^	69^	184	38^	20^	122^	47^		
							96	97	B	4.5	27	343	1332	726	195	790	219	403	390	120	318	382	122	162	149	69	184	38	20	122	47		
GUIDING LIGHT																																	
1	MON.	2.30P	21	CBS	DD	10	181	189	A	7.8	27	595	1333	820	238	1003	264	523	492	148	398	176	51^	95^	61^	19^	79^	76^	59^	78^	37^		
							97	99	B	7.8	27	595	1333	820	238	1003	264	523	492	148	398	176	51	95	61	19	79	76	59	78	37		
		2.30 - 3.00							A	7.7	28	588	1318	834	243	1019	258	515	492	147	423	190	54^	95^	56^	18^	93^	54^	44^	55^	25^		
		3.00 - 3.30							A	7.9	27	603	1333	820	243	1008	281	545	512	147	374	166	50^	93^	61^	17^	69^	66^	58^	93^	45^		
		3.30 - 4.00							A	7.6	25	580	1448	647	153^	802	181^	381^	266^	142^	378^	176^	29^	73^	94^	41^	82^	358^	183^	112^	78^		
HIGH ROLLERS																																	
1	M-TU-WTHF	11.00A	30	NBC	QG	9	185	187	A	4.6	25	351	1091	672	94^	711	117^	256	322	133^	352	254	46^	83^	105^	54^	142^	LT	LT	120^	68^		
2	M-F	11.00A	30						B	4.6	25	351	1091	672	94	711	117	256	322	133	352	254	46	83	105	54	142	LT	LT	120	68		
HOLLYWOOD SQUARES																																	
1	M-TU-WTHF	10.30A	30	NBC	QP	10	148	170	A	4.3	23	328	1244	696	119^	815	216	345	290	118^	406	353	63^	139^	149^	61^	189	24^	18^	52^	LT		
1	WED.	10.30A	22				76	86	B	4.3	23	328	1244	696	119	815	216	345	290	118	406	353	63	139	149	61	189	24	18	52	LT		
2	M-F	10.30A	30																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION									
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									
NO. OF STATIONS & PROGRAM COVERAGE										TEENS (12-17) CHILDREN (2-11)									
HOUSEHOLD AUDIENCES										WOMEN 18-34 18-49 25-54 55-64 55+									
K E Y										TOTAL 18-34 18-49 25-54 55-64 55+									
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WEEKDAY DAYTIME CONT'D										WK 1		WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION																	
PROGRAM NAME WK # DAY START TIME DUR NET TYPE T/C THIS SEASON NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
										HOUSEHOLD AUDIENCES			WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
K E Y			AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL FEM.		TOTAL		
WEEKEND DAYTIME																											
ABC WEEKEND SPECIALS SAT. 12.00N 30 ABC FV 91 89										A 5.4 19 412	B 5.3 20 404	1626 255^ 58v	1740 284 74	301 109^ 165^104^	LT 136^	444 113^ 261^267^	54v^132^	386 148^	495 292^								
ABC WIDE WORLD-SPORTS SAT 1 SAT. 5.07P 83 ABC SA 99										A 5.8 15 443	B 5.8 15 443	1558 611 216^	1558 611 216	629 275^ 369^240^	144^223^	835 310^ 528^422^	73v^226^	32v 32v	62v 29v								
5.00 - 5.30										A 5.3 14 404	A 5.2 13 397	1552 517^178^	1552 517^178^	629 275 369 240	144 223	835 310 528 422	73 226	32 32	62 29								
5.30 - 6.00										A 5.2 13 397	A 6.7 16 511	1584 680 289^	1571 627 185^	554^238^ 349^228^	139v^205^	933 412^ 615 436^	93v^222^	22 22v	43v 43v								
6.00 - 6.30										A 6.7 16 511	A 7.6 31 580	1571 627 185^	1571 627 185^	710 365^ 480^277^	159^217^	783 261^ 501^442^	74v^192^	LT LT	91v 33v								
ALL NEW POPEYE HOUR 1 SAT. 10.30A 30 CBS CA 97 98										A 7.6 31 580	B 8.1 32 618	1940 306 134^	1668 262 111	627 239^ 306^223^	141^242^	826 287^ 506 405^	60v^256^	65v 65v	53v 23v								
ALL NEW POPEYE HOUR 2 SAT. 11.00A 30 CBS CA 84 97										A 7.3 30 557	B 7.6 31 580	2034 352 129^	1710 304 132	440 277 363 207^	12v 64^	331 132^ 265 219	21v 44v	203^ 57^	966 469								
AMER. LEAGUE CHAMP. GM 4(S) 1 SAT. 3.00P 208 NBC SE 99										A 16.3 46 1244	A 9.2 32 702	1463 412 162^	1463 412 162^	346 187 264 163	12 76	267 97 197 182	22 37	210 87	845 435								
3.00 - 3.30										A 7.3 30 557	A 13.2 42 1007	2034 352 129^	1710 304 132	472 310 366 218^	24v 85^	303 110^ 230 217^	27v 45v	279 110^	980 536								
3.30 - 4.00										B 7.6 31 580	A 15.7 45 1198	1710 304 132	1710 304 132	377 236 292 167	16 70	265 110 202 174	19 36	244 95	824 465								
4.00 - 4.30										A 16.3 46 1244	A 17.2 46 1312	1463 412 162^	1463 412 162^	499 154^ 255 224	114^209	772 206 370 341	144^350	112^ 12v	80^ 62^								
4.30 - 5.00										A 17.2 46 1312	A 20.2 54 1541	1463 412 162^	1463 412 162^	457 118^ 225^208^	107^187^	745 198^ 325^296^	138^359	221^106^	127^ 88^								
5.00 - 5.30										A 20.2 54 1541	A 20.0 52 1526	1461 455 189	1517 514 167^	489 161^ 253 266	104^179^	763 202^ 358 291	155^360	136^ LT	74^ 74^								
5.30 - 6.00										A 20.0 52 1526	A 18.6 46 1419	1461 455 189	1517 514 167^	405 144^ 199^164^	96^168^	786 213 399 339	137^346	134^ 29v	24v 24v								
6.00 - 6.30										A 18.6 46 1419	A 9.2 32 702	1550 382 129^	1462 408 172^	477 173^ 253 200	109^201	811 224 416 367	134^351	109^ LT	78^ 61^								
AMERICAN BANDSTAND '79 1 SAT. 12.30P 60 ABC PC 80										A 4.4 17 336	B 4.6 18 351	1530 430^264^	1553 343 219	537 195 299 246	116^210	778 224 379 356	146^344	80^ LT	47^ 47^								
12.30 - 1.00										B 4.6 18 351	A 3.9 15 298	1530 430^264^	1553 343 219	503 123^ 249 234	117^225	713 153^ 310 326	143^340	86^ LT	100^ 78^								
1.00 - 1.30										A 3.9 15 298	A 5.0 19 382	1658 454^299^	1658 454^299^	588 146^ 280 234	147^275	713 153^ 310 326	143^340	86^ LT	130^ 77^								
ANIMALS, ANIMALS, ANIMALS SUN. 11.30A 30 ABC CL 81 82										A 2.7 12 206	B 2.5 11 191	1374 403^228^	1374 403^228^	552^302^ 400^257^	118v^118v	510^353^ 416^186^	94v 94v	189^105v	279^ 185^								
ASK NBC NEWS-8:58AM SAT. 8.58A 2 NBC CN 93 96										A 2.7 12 206	B 2.5 11 191	1374 403^228^	1374 403^228^	575 349 450 246	57 104	497 309 384 222	84 113	166 75	315 220								
ASK NBC NEWS-10:28AM SAT. 10.28A 2 NBC CN 98 99										A 4.9 25 374	B 4.7 24 359	1936 495 35v	1848 378 97	591^309^ 417^245^	145v^145v	587^481^ 530^157v	57v 57v	194v^141v	286^ 198v								
ASK NBC NEWS-11:28AM SAT. 11.28A 2 NBC CN 97 97										A 5.7 23 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	505^287^ 376^257^	97v 97v	432^246^ 315^205^	117v^117v	170^ 71v	267^ 167^								
BUGS BUNNY/ROAD RUNNER 1 SAT. 9.00A 30 CBS CA 99 99										A 5.7 23 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	339^ 87v 141v^164^	107v^175^	272^151v 219^219^	LT 53v	243^131v	335^ 218^								
BUGS BUNNY/ROAD RUNNER 2 SAT. 9.30A 30 CBS CA 99 98										A 4.7 19 359	B 4.7 19 359	1897 433 92^	1744 382 106	426 135 233 223	83 177	229 98 193 193	LT 36	229 99	358 255								
BUGS BUNNY/ROAD RUNNER 3 SAT. 10.00A 30 CBS CA 99 99										A 4.7 19 359	B 4.7 19 359	1897 433 92^	1744 382 106	498 244^ 275^250^	40v^145^	159^102^ 147^113^	LT LT	130^ 31v	1149 642								
CASPER AND THE ANGELS SAT. 8.30A 30 NBC CA 93 96										A 5.7 23 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	433 237 278 267	31 94	207 112 173 139	LT LT	137 26	1071 615								
CBS NEWS SPEC. RPT-1.43PM(S) 1 SAT. 1.43P 40 CBS N 98										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	243^156^ 192^184^	LT 24v	88^ 88^ 88^ 36v	LT LT	234^ 52v	920 540								
2.00 - 2.30										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	217 183 242 205	11 39	208 145 165 106	LT 22	258 58	1011 609								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	492 405 425 165^	LT 53v	326^300^ 300^ 78v	26v 26v	271^ 93^	808 515								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	482 347 384 176	14 70	285 234 246 125	LT 25	235 77	742 444								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	422 288 352 183^	53v 53v	233 127^ 149^108^	15v 59^	98^ 73^	939 497								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	329 167 234 140	43 83	205 103 128 101	21 48	172 95	898 505								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	405 275 371 225	17v 17v	331 191 257 164^	29v 44v	239 108^	917 578								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	318 179 251 161	30 60	271 159 202 130	27 34	240 117	841 509								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	411 256 359 241	19v 40v	347 183 262 184	19v 42v	260 72^	921 552								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	314 168 244 176	27 62	301 153 212 153	28 40	217 81	848 495								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	378 192^ 212^201^	30v^128^	131^ 64v 110^110^	LT LT	129^ 47v	1225 657								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	385 235 270 249	20 73	190 88 155 141	LT LT	138 33	1119 659								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	715 474^ 599 526^	28v 28v	370^173^ 234^192^	84v 84v	175^117v	289^ 164^								
										A 5.7 22 435	B 5.6 22 427	1485 218^ 19v	1794 277 71	680 469^ 573 500^	LT LT	336^139v 187^145v	103v^103v	143v 81v	212^ 131v								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION													
PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK # DAY START TIME DUR NET TYPE										TEENS (12-17) CHILDREN (2-11)													
WK 1 WK 2										TOTAL FEM. TOTAL 6-11													
T/C THIS SEASON NO. OF STATIONS & PROGRAM COVERAGE										WOMEN MEN													
K E Y										18-34 18-49 25-54 55-64 55+													
AVG. AUD. SHARE % (0.000)										TOTAL 18-34 18-49 25-54 55-64 55+													
TOTAL PERSONS (2+)										TOTAL 18-34 18-49 25-54 55-64 55+													
LADY WORK-ING HOUSE WOM.										TOTAL 18-34 18-49 25-54 55-64 55+													
WEEKEND DAYTIME CONT'D																							
CBS NFL FOOTBALL PRE GAME 4 182 179										A 7.2 28 549 1275 321 93^ 368 156^ 230 183^ 42^113^ 684 270 417 417 89^192^ 162^ 15^ 61^ 49^													
SUN. 12.30P 30 CBS SC 97 98										B 6.6 27 504 1417 332 133 388 133 231 201 46 132 762 330 496 442 98 201 199 36 68 62													
CBS NFL FOOTBALL GAME 1 4 203 196										A 16.1 47 1228 1467 322 105 350 115 210 188 64^122 867 341 559 487 145 246 171 28^ 79^ 55^													
1 SUN. 1.00P 153 CBS SE 99 99										B 13.8 41 1053 1568 362 143 403 153 259 211 72 122 898 365 583 502 139 249 175 43 92 73													
2 SUN. 1.00P 171																							
1.00 - 1.30										A 14.0 47 1068 1453 348 135 389 148 268 241 52^100^ 812 333 528 468 125 226 162 14^ 90^ 65^													
1.30 - 2.00										A 16.4 50 1251 1480 339 108 358 117 230 210 66^114 871 345 546 483 143 254 183 18^ 68^ 44^													
2.00 - 2.30										A 17.3 50 1320 1462 312 87^ 335 110 187 163 77^134 858 332 550 493 153 248 167 28^ 102 58^													
2.30 - 3.00										A 16.2 46 1236 1451 303 85^ 334 106 188 158 68^134 863 320 538 476 152 262 176 37^ 78^ 62^													
3.00 - 3.30										A 17.2 47 1312 1463 308 112 325 94^ 179 170 58^117 885 345 584 483 143 244 179 34^ 74^ 59^													
3.30 - 4.00										A 14.8 39 1129 1503 338 128^ 383 119^ 229 210^ 56^123^ 924 396 664 565 156^203^ 162^ 62^ 34^ 22^													
CBS NFL FOOTBALL GAME 2 3 183 168										A 9.1 20 694 1660 484 190 523 151^ 310 284 48^193 951 415 651 581 106^216 140^ 34^ 46^ 26^													
1 SUN. 4.27P 160 CBS SE 87 87										B 10.4 24 794 1594 448 150 472 126 258 250 61 190 922 386 630 568 115 217 145 29 55 44													
2 SUN. 4.13P 185																							
4.30 - 5.00										A 8.6 20 656 1495 383 185^ 419 101^ 250 253 34^151^ 913 427 678 597 91^182^ 129^ 30^ 34^ 22^													
5.00 - 5.30										A 8.8 20 671 1604 490 191 540 149^ 304 272 43^224 903 425 661 588 94^174^ 121^ 25^ 40^ 22^													
5.30 - 6.00										A 8.7 20 664 1640 483 169^ 499 110^ 292 287 42^190 966 400 644 573 123^236 128^ 23^ 47^ 26^													
6.00 - 6.30										A 9.5 20 725 1754 504 193 545 168^ 331 283 45^194 991 437 688 594 97^223 164^ 48^ 54^ 31^													
6.30 - 7.00										A 9.2 18 702 1781 512 203 565 193 339 283 57^212 999 436 661 577 101^233 162^ 41^ 55^ 28^													
CBS NFL FOOTBALL POST 2 88 87										A 5.4 14 412 1425 291^233^ 315 136^ 208^168^ 66^ 87^ 818 339 574 479 77^221^ 234^ 73^ 58^ 58^													
1 SUN. 3.49P 11 CBS SC 47 35										B 5.4 14 412 1425 291 233 315 136 208 168 66 87 818 339 574 479 77 221 234 73 58 58													
2 SUN. 3.51P 9																							
CBS SPORTS SPECTACULAR 4 129 144										A 5.6 14 427 1543 555 220^ 602 173^ 314 283^ 117^251^ 613 192^ 331 298 105^264^ 91^ 28^ 237^ 94^													
1 SAT. 4.36P 24 CBS SA 83 86										B 5.8 16 443 1523 563 247 622 218 375 314 65 209 559 218 320 294 67 195 149 43 193 112													
2 SAT. 4.30P 90																							
4.30 - 5.00										A 3.7 9 282 1681 653 156^ 674 244^ 390^304^ 135^274^ 669 211^ 386^368^ 111^256^ 43^ LT 295^ 100^													
5.00 - 5.30										A 6.9 18 526 1584 520 271^ 580 157^ 303^284^ 114^236^ 634 200^ 357^300^ 114^264^ 136^ 40^ 234^ 117^													
5.30 - 6.00										A 7.6 19 580 1409 518 223^ 564 124^ 257^272^ 107^245^ 562 168^ 262^239^ 96^282^ 89^ 34^ 194^ 67^													
COLLEGE FOOTBALL '79 4 130 135										A 3.0 9 229 1349 406^175^ 441^ 84^ 145^149^ 87^257^ 685 363^ 410^357^ 78^244^ 52^ 34^ 171^ 126^													
1 SUN. 12.30P 30 ABC SA 82 85										B 3.1 10 237 1233 381 178 434 153 192 136 115 213 629 285 391 349 85 212 89 42 81 60													
2 SUN. 3.30P 30																							
DEAR ALEX & ANNIE-11.56AM 4 183 182										A 5.4 24 412 1607 327 83^ 356 134^ 219^178^ LT 115^ 260^ 70^ 123^121^ 69^111^ 299 111^ 692 350													
SAT. 11.56A 3 ABC CN 94 93										B 5.2 23 397 1652 295 113 347 179 235 132 LT 102 265 129 174 114 34 68 248 96 792 459													
DEAR ALEX & ANNIE-11.26AM 4 113 117										A 3.7 16 282 1532 319^107^ 425^272^ 301^200^ 56^ 91^ 383^230^ 305^178^ 32^ 78^ 188^ 53^ 536 373^													
SUN. 11.26A 3 ABC CN 80 83										B 3.6 17 275 1467 307 91 388 238 260 182 36 110 307 189 260 180 LT 40 183 69 589 388													
FACE THE NATION 4 139 147										A 2.7 11 206 1427 499^164^ 524^126^ 170^ 83^ 69^354^ 699 170^ 369^326^ 111^295^ 126^ 53^ 78^ 34^													
SUN. 11.30A 30 CBS CC 89 92										B 2.9 12 221 1333 524 120 537 107 147 116 74 350 608 128 310 280 97 271 77 27 111 66													
FLASH GORDON 4 200 202										A 4.8 20 366 1902 446 92^ 506 388 416 178^ LT 71^ 319^289^ 289^ 74^ 30^ 30^ 284^ 92^ 793 523													
SAT. 11.00A 30 NBC CA 97 97										B 4.8 20 366 1787 383 107 470 328 369 177 LT 71 300 243 259 136 14 25 265 84 752 469													
FRED & BARNEY MEET-THING 4 201 204										A 5.3 24 404 1901 537 33^ 562 380 452 289^ 24^ 60^ 297^249^ 249^192^ LT LT 267^151^ 775 473													
SAT. 9.00A 30 NBC CA 99 99										B 5.4 24 412 1872 371 106 435 285 332 243 23 49 254 206 224 153 LT LT 249 88 934 548													
FRED & BARNEY-THING PT 2 4 198 204										A 6.6 28 504 1639 328 LT 366 256 303 201^ 18^ 45^ 135^122^ 122^ 66^ 13^ 13^ 229^ 79^ 909 545													
SAT. 9.30A 30 NBC CA 99 99										B 6.2 25 473 1868 325 99 384 241 297 230 20 46 211 178 198 95 LT 13 229 55 1044 614													

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
										TOTAL		18-34		25-49		55-64		55-64		TOTAL FEM.		TOTAL 6-11	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	25-49	55-64	55+	TOTAL	18-34	25-49	55-64	55+
WEEKEND DAYTIME CONT'D																							
GODZILLA	SAT.	11.30A	30	NBC	CA	4	171 192	A	4.5 18	343	1985	382 87v	415 272^	316^187^	16v 85v	323^283^	307^137^	LT 16v	370 159^	877 543			
							77 90	B	4.5 18	343	1773	329 87	409 266	312 170	23 71	288 229	259 142	LT 20	318 109	758 443			
GREATEST SUPERFRIENDS-1	SAT.	8.00A	30	ABC	CA	4	188 179	A	4.4 26	336	1345	298^172^	298^134^	197^259^	LT 39v	145^ 98^	119^101^	LT 26v	169^ LT	733 476			
							97 94	B	4.5 27	343	1376	280 111	280 134	230 260	LT 17	125 65	96 88	24 29	114 LT	857 558			
GREATEST SUPERFRIENDS-2	SAT.	8.30A	30	ABC	CA	4	182 179	A	5.7 25	435	1457	291 181^	291 131^	227^231^	LT 40v	192^115^	179^179^	LT 13v	132^ 37v	842 566			
							96 94	B	6.2 28	473	1529	307 115	308 167	254 249	LT 20	137 84	113 100	17 21	89 17	995 645			
IN THE NEWS-	8.26AM					4	185 188	A	4.5 28	343	1312	233^ 47v	233^193^	224^131^	LT LT	157^ 72v	108^108^	49v 49v	85v 44v	837 426			
	SAT.	8.26A	3	CBS	CN		96 96	B	4.6 29	351	1461	219 75	228 160	183 97	LT 38	127 35	67 81	31 46	147 57	959 543			
IN THE NEWS-	8.56AM					4	185 188	A	5.9 29	450	1433	258^169^	258^162^	211^136^	40v 40v	196^118^	158^159^	18v 18v	168^ 78^	811 411			
	SAT.	8.56A	3	CBS	CN		92 96	B	5.7 27	435	1526	269 133	276 137	203 122	21 67	186 78	121 145	17 32	193 83	871 468			
IN THE NEWS-	9.26AM					4	196 198	A	7.8 33	595	1745	284 262	461 285	400 240	38v 38v	298 183^	214 124^	19v 54^	119^ 91^	867 469			
	SAT.	9.26A	3	CBS	CN		99 99	B	7.9 32	603	1600	249 151	344 165	253 166	38 80	245 141	166 106	21 45	183 106	828 465			
IN THE NEWS-	9.59AM					4	196 198	A	9.3 36	710	1887	255 144^	385 253	357 245	17v 17v	324 171^	247 172^	22v 43v	250 87^	928 567			
	SAT.	9.59A	3	CBS	CN		99 99	B	9.6 37	732	1693	234 122	312 171	245 180	29 58	279 142	198 144	31 41	234 97	868 501			
IN THE NEWS-	11.56AM					4	191 191	A	6.1 24	465	1684	385 194^	517 318	406 256^	42v 94^	286 133^	204^125^	22v 52v	169^115^	712 429			
	SAT.	11.56A	3	CBS	CN		98 98	B	6.5 26	496	1549	293 139	398 249	319 210	21 56	269 127	198 132	14 38	185 98	697 449			
IN THE NEWS-	12.26PM					4	173 175	A	4.7 17	359	1730	402 215^	533 356	451 296^	19v 45v	434 211^	344 206^	47v 78v	139^ 44v	624 351			
	SAT.	12.26P	3	CBS	CN		95 95	B	4.8 19	366	1514	312 135	404 241	310 228	LT 53	358 155	268 204	30 67	185 52	567 363			
IN THE NEWS-	12.56PM					4	168 162	A	4.9 17	374	1904	509 189^	685 478	588 374	32v 49v	372 126^	278^238^	36v 78v	229^ 96^	618 342			
	SAT.	12.56P	3	CBS	CN		94 94	B	5.0 18	382	1670	377 119	488 334	399 257	17 59	354 139	267 206	15 78	167 64	661 400			
IN THE NEWS-	1.26PM					4	149 162	A	5.7 18	435	1795	451 129^	578 384	472 307	33v 49v	432 192^	375 309	21v 37v	157^103^	628 333			
	SAT.	1.26P	3	CBS	CN		80 93	B	5.7 20	435	1542	362 100	434 269	356 234	28 52	342 156	258 210	LT 61	137 75	629 393			
IN THE NEWS-	8.26AM-SUN.					4	41 46	A	.8 10	61	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT			
	SUN.	8.26A	3	CBS	CN		35 36	B	.7 9	53	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT			
IN THE NEWS-	8.56AM-SUN.					4	42 45	A	1.3 10	99	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT			
	SUN.	8.56A	3	CBS	CN		38 37	B	1.1 9	84	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT			
IN THE NEWS-	10.56AM					4	170 191	A	7.4 30	565	2000	308 136^	454 286	370 206^	12v 70^	348 132^	286 244	18v 42v	224 70^	974 496			
	SAT.	10.56A	3	CBS	CN		84 98	B	7.8 32	595	1728	287 114	376 191	271 167	14 97	292 100	221 213	21 38	231 96	829 433			
IN THE NEWS-	11.26AM					4	169 188	A	6.9 28	526	2070	399 169^	499 327	379 222^	33v 99^	298 116^	219^203^	29v 50v	280 116^	993 527			
	SAT.	11.26A	3	CBS	CN		84 97	B	7.4 30	565	1684	317 133	384 247	291 162	20 74	251 110	189 167	17 32	241 85	808 447			
ISSUES AND ANSWERS	SUN.	12.00N	30	ABC	CC	4	148 156	A	2.6 10	198	1460	627 127v	718 107v	197^208^	146v484^	542^162^	329^353^	52v189^	135v 75v	65v 61v			
							93 94	B	2.2 9	168	1287	561 104	662 80	202 196	110 435	472 111	246 264	42 208	116 61	37 37			
JASON OF STAR COMMAND	SAT.	12.00N	30	CBS	CA	4	170 173	A	4.5 17	343	1711	380 187^	517 360	462 283^	LT 20v	373 210^	298^130^	36v 70v	127^ 48v	694 383			
							93 95	B	4.8 19	366	1522	281 123	379 233	307 210	LT 37	329 172	254 145	21 55	171 54	643 406			
JETSONS	SAT.	12.30P	30	NBC	CA	4	167 162	A	5.2 19	397	1461	316 66v	390 304^	338 192^	LT 52v	240^107^	202^121^	21v 31v	234^136^	597 311			
							89 89	B	5.0 19	382	1606	328 81	421 278	318 194	20 73	223 87	153 117	20 48	257 129	705 399			
JOCKEY GOLD CUP(S)	1 SAT.	5.00P	60	CBS	SE		139 87	A	4.2 11	320	1559	587^ 37v	627^175v	287^305^	137v268^	610^155v	282^286^	134v240^	25v LT	297^ 141v			
		5.00 - 5.30						A	3.5 10	267	1581	641^ 22v	682^236^	348^299^	139v259^	574^ 65v	214v293^	164v281^	55v LT	270^ 116v			
		5.30 - 6.00						A	4.9 13	374	1524	540^ 46v	580^125v	235^305^	136v275^	631^215^	326^276^	111v211^	LT LT	313^ 158v			

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
WK	START	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																														
NFL FOOTBALL GAME -CONT'D																														
1 SUN.	4.00P	168	NBC SE		99	99	B	11.4	32	870	1588	402	160	448	145	258	228	73	156	907	342	572	477	136	268	124	32	109	87	
2 SUN.	1.00P	154					A	9.2	29	702	1540	458	159	502	217	310	279	74	157	853	291	530	438	147	303	70	39	115	89	
	1.00 - 1.30						A	10.4	31	794	1545	465	132	514	227	316	270	62	164	848	258	498	445	158	324	112	75	71	71	
	1.30 - 2.00						A	10.9	31	832	1641	452	143	494	159	261	228	54	189	875	263	506	454	146	338	169	68	103	78	
	2.00 - 2.30						A	12.0	33	916	1670	413	144	451	135	225	173	62	201	923	255	524	476	155	349	156	69	140	86	
	2.30 - 3.00						A	11.9	31	908	1652	442	228	451	135	225	173	71	223	889	290	525	479	131	298	96	63	151	82	
	3.00 - 3.30						A	10.8	28	824	1669	371	156	431	187	278	257	44	97	1005	375	571	454	122	296	107	17	126	101	
	4.00 - 4.30						A	11.5	29	877	1670	370	116	398	156	226	217	26	81	1002	396	586	425	148	305	150	32	120	120	
	4.30 - 5.00						A	12.2	31	931	1585	334	128	376	165	252	242	26	91	961	354	553	432	146	305	176	27	72	57	
	5.00 - 5.30						A	12.3	30	938	1593	367	150	393	165	258	253	35	94	973	349	577	470	139	296	149	20	78	65	
	5.30 - 6.00						A	13.2	30	1007	1623	374	173	394	149	207	198	68	126	991	371	642	485	127	274	149	17	89	89	
NFL FOOTBALL POST-NBC					3	165	166	A	6.8	16	519	1636	449	235	519	190	291	234	56	177	864	353	520	419	57	273	162	61	91	50
1 SUN.	6.48P	12	NBC SC		76	84	B	6.5	16	496	1572	436	212	492	171	274	241	49	157	819	333	504	413	68	249	169	46	92	64	
2 SUN.	3.34P	15																												
PLASTICMAN COMEDY-SHOW-1					4	190	189	A	6.1	29	465	1791	257	88	272	148	209	139	LT	63	183	93	138	109	20	45	162	24	1174	707
SAT.	9.00A	30	ABC CL		98	99	B	6.5	30	496	1601	232	50	250	136	199	157	LT	27	156	114	135	72	LT	21	120	34	1075	704	
PLASTICMAN COMEDY-SHOW-2					4	190	189	A	5.9	25	450	1849	239	47	250	163	207	133	LT	43	133	59	83	83	19	50	159	17	1307	808
SAT.	9.30A	30	ABC CL		98	99	B	6.3	26	481	1632	198	31	232	160	194	125	LT	24	136	103	114	52	LT	22	165	28	1099	722	
PLASTICMAN COMEDY-SHOW-3					4	190	189	A	5.8	24	443	1758	215	89	224	132	173	95	LT	51	167	82	111	97	14	46	232	88	1135	736
SAT.	10.00A	30	ABC CL		98	99	B	6.6	27	504	1520	210	65	241	161	201	126	LT	28	123	73	91	71	LT	26	191	67	965	647	
PLASTICMAN COMEDY-SHOW-4					4	190	189	A	5.9	25	450	1689	222	120	231	113	155	113	12	76	142	91	110	77	22	22	308	153	1008	658
SAT.	10.30A	30	ABC CL		98	99	B	6.6	27	504	1505	211	97	224	135	168	118	14	44	126	75	98	67	11	18	240	106	915	612	
SCHOOLHOUSE ROCK-8.56AM					4	180	179	A	4.9	21	374	1519	264	160	264	114	208	211	LT	35	169	105	161	161	LT	LT	89	22	997	536
SAT.	8.56A	3	ABC CN		94	94	B	5.5	24	420	1466	255	90	255	135	213	207	LT	14	134	89	112	85	LT	18	67	77	1010	596	
SCHOOLHOUSE ROCK-10.56AM					4	190	189	A	5.6	23	427	1532	205	111	216	118	154	111	16	62	132	92	110	79	13	13	278	154	906	565
SAT.	10.56A	3	ABC CN		98	99	B	5.9	24	450	1379	200	90	211	132	163	118	15	37	117	66	88	67	LT	17	214	104	837	536	
SCHOOLHOUSE ROCK-11.26AM					4	180	174	A	5.6	23	427	1525	329	145	346	142	278	241	14	61	292	100	187	171	61	80	149	40	738	501
SAT.	11.26A	3	ABC CN		93	92	B	5.9	24	450	1524	289	113	307	150	233	183	22	70	261	116	169	116	28	69	210	65	746	473	
SCHOOLHOUSE ROCK-11.55AM					4	119	119	A	2.7	12	206	1301	277	73	349	87	144	160	121	189	267	140	213	213	LT	54	384	253	301	195
SUN.	11.55A	4	ABC CN		81	82	B	2.5	11	191	1320	381	46	426	120	235	223	83	187	233	97	196	196	LT	37	302	176	359	260	
SCOOPY AND SCRAPPY DOO					4	183	182	A	5.9	27	450	1682	304	97	331	130	230	190	LT	77	255	84	141	132	55	85	356	135	740	432
SAT.	11.30A	30	ABC CA		94	93	B	5.8	27	443	1686	265	108	313	160	221	125	LT	82	265	142	188	127	25	52	294	112	814	492	
SKATEBIRDS					4	42	45	A	1.1	10	84	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN.	8.30A	30	CBS CL		38	37	B	.9	8	69	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SPIDERWOMAN					4	180	174	A	5.5	22	420	1505	309	152	326	143	274	241	12	45	249	93	162	152	52	61	155	43	775	514
SAT.	11.00A	30	ABC CA		93	92	B	6.1	25	465	1499	290	118	311	158	233	183	19	75	219	94	139	105	24	56	204	66	765	490	
SPORTSWORLD					2	141		A	3.8	14	290	1524	494	96	583	162	272	352	79	148	561	168	307	328	85	175	179	LT	201	160
1 SAT.	2.23P	37	NBC SE		82		B	3.9	12	298	1518	385	64	430	98	204	260	47	141	699	208	369	391	121	252	144	LT	245	151	
2.30 - 3.00							A	3.7	13	282	1532	478	75	567	138	258	363	74	138	572	167	319	343	81	175	181	LT	212	171	
SUNDAY MORNING					4	78	79	A	2.0	11	153	1562	614	177	660	280	333	275	168	267	621	242	346	378	65	190	LT	LT	281	79
SUN.	9.00A	90	CBS N		69	70	B	2.3	13	175	1343	503	126	522	166	236	252	115	218	614	179	298	339	75	235	LT	LT	190	69	
CONT'D																														

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KEY: A=CURRENT REPORT B=SEASON AVERAGE

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																</	

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. OCT. 1, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR. %

14,730
19.3240-ROBERT
(OP)25,480
33.4(1)
(SUS)NFL MONDAY NIGHT FOOTBALL
NEW ENGLAND VS GREEN BAY
(9:25-12:30AM)(-OP)

11,060

14.5

23

13.6

13.9*

22 *

14.2

15.0

15.3

12,820

16.8

30

15.6

16.3*

25 *

16.8

18.4*

28 *

18.4

18.5*

29 *

18.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR. %

16,020

21.0

WHITE SHADOW
(OP)(2)
(SUS)M*A*S*H
(9:25-9:55PM)
(-OP)LAST RESORT(B)
(9:55-10:25PM)
(-OP)LOU GRANT
(10:25-11:25PM)(-OP)

11,750

15.4

24

14.8

14.7*

23 *

14.7

16.1*

24 *

16.5

16,100

21.1

31

19.2

12,360

16.2

24

21.3

17.5

16.1

13.9

13.4

9,840

12.9

21

13.1

13.3*

21 *

13.1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

(Households (000) & %)

22,050

28.9

LITTLE HOUSE-PRAIRIE
(OP)(3)
(SUS)17TH ANNIVERSARY-J CARSON
(9:22-11:22PM)(-OP)

18,390

24.1

37

22.4

22.5*

36 *

22.4

25.7*

39 *

22.4

21,140

27.7

43

33.4

25.2*

37 *

25.2

28.9*

44 *

28.9

29.5*

47 *

29.5

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR. %

11,600

15.2

24

15.7

15.3*

25 *

15.0

15.1*

24 *

15.1

13,510

17.7

29

17.0

17.5*

27 *

18.0

19.0*

29 *

19.1

18.1*

28 *

18.9

16.8*

26 *

17.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR. %

17,780

23.3

WHITE SHADOW
(OP)

M*A*S*H

COUNTRY MUSIC AWARDS

13,510

17.7

28

16.1

16.7*

27 *

17.4

18.7*

29 *

19.4

20,830

27.3

41

26.6

17,090

22.4

34

28.0

21.6*

32 *

21.8

22.9*

35 *

22.6

22.7*

36 *

23.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR. %

21,060

27.6

LITTLE HOUSE-PRAIRIE
(OP)

23,810

31.2

NBC THEATER-MON.
WHEN HELL WAS IN SESSION

17,320

22.7

36

20.7

21.6*

35 *

22.5

23.9*

37 *

23.6

16,790

22.0

33

18.3

18.7*

28 *

19.0

23.1*

35 *

22.7

22.9*

35 *

23.0

23.3*

37 *

23.5

TV HOUSEHOLDS USING TV
(See Def. 1)WK. 1
WK. 253.3
51.655.1
53.956.4
55.259.1
58.761.6
61.063.5
62.765.2
63.467.4
64.467.5
65.367.0
67.467.4
67.167.3
66.665.8
66.064.9
65.763.0
64.760.4
62.4

U.S. TV Households: 76,300,000

(1) CARTER ADDRESS-ABC, ABC, (9:00-9:26PM)(S)

(3) CARTER ADDRESS-NBC, NBC, (9:00-9:22PM)(S)

(2) CARTER ADDRESS-CBS, CBS, (9:00-9:25PM)(S)

For explanation of symbols, See page A.

EVE. MON. OCT. 8, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. OCT.2, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,610 25.7 HAPPY DAYS	18,770 24.6 ANGIE	20,910 27.4 THREE'S COMPANY	18,010 23.6 TAXI (OP)	13,660 17.9 LAZARUS SYNDROME
17,170 22.5	16,940 22.2	19,530 25.6	15,640 20.5	10,380 13.6
36 21.2	34 21.7	38 25.4	31 21.1	22 14.5
23.8	22.6	25.8	19.9	13.9* 22* 13.4
				13.4
				13.2* 21* 13.0

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,170 22.5	24,950 32.7	CBS TUESDAY NIGHT MOVIES PORTRAIT OF A STRIPPER
12,060 15.8 25 14.9	16,560 21.7 33 17.7	18,4* 27* 19.0
15.1* 24* 15.3	16.5* 25* 16.4	21.6* 32* 21.5
		21.7
		23.4
		23.3
		23.6
		23.5* 38* 23.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
(Households (000) & %)

12,890 16.9 (1) (-OP)	28,540 37.4	NAT'L LEAGUE CHAMP. GMI I PITTSBURGH VS CINCINNATI (8:18-11:52PM)(-OP)
12,210 16.0 27 15.9	16,020 21.0 34 16.7	19.6* 31* 20.6
		21.5* 32* 21.4
		21.4* 32* 21.1
		21.7
		22.2
		21.9* 34* 21.5
		21.6* 34* 21.7

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,940 22.2 HAPPY DAYS	15,340 20.1 ANGIE	18,310 24.0 THREE'S COMPANY	14,730 19.3 TAXI (OP)	10,910 14.3 LAZARUS SYNDROME
14,270 18.7 30 18.2	13,430 17.6 27 17.7	16,020 21.0 33 20.8	12,820 16.8 27 17.6	8,090 10.6 18 11.2
19.2	17.5	21.2	16.0	11.0* 18* 10.8
				10.4
				10.3* 18* 10.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,790 20.7	22,580 29.6	CBS TUESDAY NIGHT MOVIES THE SOLITARY MAN
11,520 15.1 24 14.0	16,100 21.1 35 17.6	18.2* 28* 18.8
14.3* 23* 14.6	16.0* 25* 15.6	20.1* 32* 20.8
		22.8* 38* 22.9
		23.1* 40* 23.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

20,750 27.2	23,270 30.5	SHERIFF LOBO (OP)	NBC TUE. NIGHT MOVIE AMERICAN GRAFFITI(R) (9:00-11:19PM)(-OP)
15,490 20.3 32 19.0	13,510 17.7 30 18.1	17.7* 28* 17.2	17.6* 28* 17.6
19.1* 31* 19.2	21.5* 34* 21.5		18.4* 31* 18.7
			17.5
			17.5*

TV HOUSEHOLDS USING TV
(See Def. 1)

U.S. TV Households: 76,300,000
(1) NAT'L LEAGUE CHAMP.

PRE 1, NBC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE.TUE. OCT.9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. OCT.3, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %) {

27,160
35.6

23,350
30.6

19,300
25.3

EIGHT IS ENOUGH

CHARLIE'S ANGELS
(OP)

VEGAS

ABC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

21,290
27.9
44
24.7

26.0*
42*
27.2

29.7*
47*
30.0

19,460
25.5
39
25.0

25.4*
39*
25.8

25.6*
39*
25.6

15,570
20.4
33
21.7

21.4*
34*
21.2

19.4*
33*
18.9

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %) {

12,210
16.0

10,910
14.3

18,620
24.4

LAST RESORT

STRUCK BY
LIGHTNING
(OP)CBS WEDNESDAY NIGHT MOVIE
THE GOLDEN GATE MURDERS

CBS TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

10,150
13.3
21
13.3

9,380
12.3
19
11.8

13,510
17.7
28
16.1

16.5*
26*
17.0

17.7*
27*
17.5

18.3*
29*
18.5

18.2*
31*
18.3

18.1

TOTAL AUDIENCE
(Households (000) & %) {

12,280 28,380
16.1 37.2

(1)
(OP)
(-OP)

AMER. LEAGUE CHAMP. GM 1
CALIFORNIA VS BALTIMORE
(8:18-11:52PM)(-OP)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE
TOTAL AUDIENCE
(Households (000) & %) {

10,990 15,870
14.4 20.8
25 35
14.2 15.7

18.1*
30*
17.5

20.6*
33*
20.4

21.4*
33*
21.4

22.0*
35*
22.0

22.6*
37*
22.6

22.7

ABC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

17,400 37,230
22.8 48.8
(2)
(OP)

WORLD SERIES GAME #1
PITTSBURGH VS BALTIMORE
(-OP)

16,710 21,520
21.9 28.2
37 46
21.9 22.9

26.5*
41*
25.4

29.5*
45*
29.3

29.9*
45*
30.0

30.4*
46*
29.9

30.8*
50*
31.1

30.4

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %) {

22,510
29.5

29.9

29.9

31.0

31.1

CBS TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

13,120
17.2
26
14.1

14.1*
22*
14.1

16.9*
25*
16.5

18.3*
28*
18.0

18.6*
28*
18.5

18.2*
28*
18.5

18.6

17.3

GREEK TYCOON
(SUS)(OP)
(8:00-10:23PM)

CBS NEWS SPEC.
RPT-WED
(SUS)

TOTAL AUDIENCE
(Households (000) & %) {

19,840
26.0

21,670
28.4

REAL PEOPLE
(OP)NBC WED. NIGHT MOVIES
MIRROR, MIRROR

NBC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

15,030
19.7
30
18.7

20.0*
31*
21.3

19.4*
29*
19.6

17.0*
26*
16.7

17.4*
27*
16.8

20.3*
34*
16.9

17.9

20.7

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1
WK. 2

55.3
54.9

56.1
57.5

56.1
58.6

58.5
60.8

61.4
63.1

62.7
64.8

63.4
66.3

64.2
67.3

63.6
66.3

65.4
66.1

66.5
66.1

66.1
66.3

63.3
65.6

62.0
64.0

60.4
60.9

58.7
58.0

U.S. TV Households: 76,300,000

(1) AMER. LEAGUE CHAMP. PRE 1, NBC, (8:00-8:18PM)(S)

(2) WORLD SERIES PRE GAME #1, ABC, (8:00-8:15PM)(S)

For explanation of symbols, See page A

EVE.WED. OCT.10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.THU. OCT.4, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

16,940

22.2

LAVERNE AND
SHIRLEY

18,010

23.6

BENSON

19,460

25.5

BARNEY MILLER

18,850

24.7

SOAP
(OP)

16,250

21.3

20/20

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

15,180

19.9

WALTONS
(OP)

22,130

29.0

HAWAII FIVE-O

11,900

15.6

14.3*

16,180

21.2

16.9*

14,040

18.4

16.3*

16,790

22.0

17.2*

12,130

15.9

17.4*

19.9*

20.2*

26*

37*

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

17,320

22.7

BUCK ROGERS-25TH CENTURY
(OP)

16,710

21.9

QUINCY, M.E.

13,510

17.7

OPERATING ROOM
(SUS)(OP)
(10:00-10:54PM)

13,430

17.6

17.4*

17,850

23.6

17.8*

13,120

17.2

16.6*

16,790

22.0

17.2*

10,220

13.4

13.7*

19.9*

20.2*

26*

37*

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

37,010

48.5

WORLD SERIES GAME #2
PITTSBURGH VS. BALTIMORE
(8:14-11:38PM)(SUS)(OP)

22,580

29.6

48

25,600

32.8

25.6*

29,900

37.4

46*

30,800

39.8

46*

32,400

42.4

32.6*

31,900

41.4

52*

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

19,080

25.0

WALTONS
(OP)

14,120

18.5

HAWAII FIVE-O

19,460

25.5

BARNABY JONES

14,420

18.9

18.3*

11,060

14.5

14.5*

16,020

21.0

20.5*

16,790

22.0

22*

10,220

13.4

13.7*

19.9*

20.2*

26*

37*

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

16,860

22.1

BUCK ROGERS-25TH CENTURY
(OP)

19,080

25.0

QUINCY, M.E.

8,010

10.5

NBC NEWS SPECIAL REPORT
KISSINGER MEMOIRS

13,350

17.5

16.9*

15,870

20.8

18.0*

16,790

22.0

21.6*

10,220

13.4

13.7*

19.9*

20.2*

26*

37*

TOTAL AUDIENCE
(Households (000) & %)

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1)

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.THU. OCT.11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 5, 1979

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %17,010
22.3FANTASY ISLAND
(OP)22,050
28.9ABC FRIDAY NIGHT MOVIE
BEFORE AND AFTER13,350
17.5
30
15.616.6*
29*
17.6

18.1

15,490
20.3
34
18.018.3*
31*
18.6

19.2

19.9*
33*
20.5

21.8

22.0*
37*
22.3

22.0

21.0*
36*
20.0TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %17,320
22.7INCREDIBLE HULK
(OP)17,550
23.0

DUKES OF HAZZARD

DALLAS

12,670
16.6
29
15.015.5*
27*
16.0

17.1

15,030
19.7
33
19.119.2*
33*
19.2

20.2

20.2*
34*
20.2

18.5

18.1*
31*
18.1

18.2

18.8*
32*
19.3TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %12,510
16.427,620
36.2(1)
(OP)
(-OP)AMER. LEAGUE CHAMP. GM 3
BALTIMORE VS CALIFORNIA
(8:16-11:40PM)(-OP)12,440
16.3
31
16.314,950
19.6
35
17.1

17.3

18.0*
32*
18.719.8*
34*
19.3

19.1

18.9*
32*
18.8

18.6

19.0*
32*
19.5

20.0

20.0*
34*
20.0TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %13,580
17.833,650
44.1(2)
(OP)WORLD SERIES GAME #3
BALTIMORE VS PITTSBURGH
(8:15-10:00PM)(10:30-12:05PM)BARNEY MILLER
(9)(SUS)WORLD SERIES
GAME #3
BALTIMORE VS
PITTSBURGH(-OP)13,050
17.1
31
17.117,170
22.5
39
19.3

22.3

23.2*
40*
24.025.6*
42*
25.3

25.9

22.6*
36*
25.0

20.1

17.0*
28*
15.4

18.5

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %15,410
20.218,540
24.3YABBA DABBA DOO 2
(OP)

DUKES OF HAZZARD

DALLAS

10,450
13.7
23
13.013.0*
22*
13.1

14.3

14,650
19.2
31
18.018.5*
31*
18.9

19.6

19.9*
32*
20.3

21.2

20.7*
34*
21.2

21.9

21.8*
36*
21.7TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %17,700
23.214,500
19.0DIFF'RENT
STROKESHELLO LARRY
(OP)

ROCKFORD FILES

15,260
20.0
34
19.413,430
17.6
29
20.6

17.3

14,120
18.5
30
16.616.7*
27*
16.7

18.1

18.9*
30*
19.7

19.8

19.7*
33*
19.5

19.7

18.6*
31*
17.4TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 252.1
49.952.5
52.352.3
52.454.0
54.855.5
57.557.4
59.158.3
60.559.2
61.159.1
61.758.8
63.159.4
63.960.1
61.958.9
60.559.6
60.759.5
60.557.9
59.4

U.S. TV Households: 76,300,000

(1) AMER. LEAGUE CHAMP. PRE 3, NBC, (8:00-8:16PM)(S)

(2) WORLD SERIES PRE GAME #3, ABC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE. FRI. OCT. 12, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. OCT.6, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)								12,970 17.0				11,060 14.5				19,080 25.0				16,630 21.8			
ABC TV								ROPER'S				DETECTIVE SCHOOL				LOVE BOAT (OP)				HART TO HART			
AVERAGE AUDIENCE (Households (000) & %)								11,220 14.7				9,840 12.9				16,400 21.5				13,730 18.0			
SHARE OF AUDIENCE %								28				24				20.8* 37 *				22.2* 39 *			
AVG. AUD. BY ¼ HR. %								14.4		15.1		12.6		13.2		20.0		21.7		22.4		21.9	
TOTAL AUDIENCE (Households (000) & %)								8,010 10.5				8,390 11.0				6,790 8.9				8,240 10.8			
CBS TV								WORKING STIFFS				BAD NEWS BEARS (OP)				BIG SHAMUS, LITTLE SHAMUS				PARIS			
AVERAGE AUDIENCE (Households (000) & %)								6,560 8.6				7,400 9.7				5,340 7.0		7.2*		6.8*		8.6	
SHARE OF AUDIENCE %								16				18				12		13 *		12 *		17	
AVG. AUD. BY ¼ HR. %								9.1		8.1		9.5		9.9		7.4		7.0		6.7		6.9	
TOTAL AUDIENCE (Households (000) & %)								21,750 28.5								18,080 23.7				16,330 21.4			
NBC TV								CHIPS (OP)								B. J. AND THE BEAR				MAN CALLED SLOANE			
AVERAGE AUDIENCE (Households (000) & %)								17,240 22.6		21.3*		23.9*		15,790 20.7		20.5*		20.9*		13,350 17.5		17.3*	
SHARE OF AUDIENCE %								42		40 *		44 *		36		36 *		36 *		34		32 *	
AVG. AUD. BY ¼ HR. %								20.2		22.4		23.7		24.1		20.6		20.4		20.9		21.0	
TOTAL AUDIENCE (Households (000) & %)								13,890 18.2				11,220 14.7				18,920 24.8				17,010 22.3			
ABC TV								ROPER'S				DETECTIVE SCHOOL				LOVE BOAT (OP)				HART TO HART			
AVERAGE AUDIENCE (Households (000) & %)								12,060 15.8				10,150 13.3				16,020 21.0		20.1*		21.9*		13,890 18.2	
SHARE OF AUDIENCE %								30				25				38		37 *		39 *		18.5*	
AVG. AUD. BY ¼ HR. %								15.1		16.5		13.2		13.4		19.4		20.8		21.7		22.1	
TOTAL AUDIENCE (Households (000) & %)								14,190 18.6														10,910 14.3	
CBS TV																LIFEGUARD (OP)						PARIS	
AVERAGE AUDIENCE (Households (000) & %)								7,020 9.2		8.7*		9.4*				9.1*		9.5*		8,930 11.7		11.2*	
SHARE OF AUDIENCE %								17		17 *		18 *				17 *		17 *		22		21 *	
AVG. AUD. BY ¼ HR. %								9.5		8.0		9.5		9.3		9.3		9.0		9.3		9.7	
TOTAL AUDIENCE (Households (000) & %)								21,820 28.6								17,400 22.8				15,410 20.2			
NBC TV								CHIPS (OP)								B. J. AND THE BEAR				MAN CALLED SLOANE			
AVERAGE AUDIENCE (Households (000) & %)								17,550 23.0		21.6*		24.5*		14,880 19.5		19.4*		19.7*		12,970 17.0		17.1*	
SHARE OF AUDIENCE %								44		41 *		46 *		35		35 *		35 *		32		32 *	
AVG. AUD. BY ¼ HR. %								20.8		22.4		24.4		24.5		19.4		19.4		19.8		19.6	
HOUSEHOLDS USING TV WK. 1		43.6	46.1	47.7	50.1	52.2	53.2	53.9	54.8	55.7	56.7	57.7	57.5	54.1	52.5	51.3	50.5						
(See Def. 1) WK. 2		47.3	48.4	49.5	50.8	51.8	52.5	52.9	54.0	54.3	55.1	56.4	57.1	54.1	53.4	52.4	51.6						
U.S. TV Households: 76,300,000																							

For explanation of symbols, See page A.

EVE.SAT. OCT.13, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. OCT.7, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		9,540 12.5		8,240 10.8		19,300 25.3		13,890 18.2		20,140 26.4																						
	ABC TV		OUT OF THE BLUE		NEW KIND OF FAMILY		MORK & MINDY		ASSOCIATES (OP)		ABC SUNDAY NIGHT MOVIE		VAMPIRE(SUS)(OP) (9:00-10:52PM)																				
	AVERAGE AUDIENCE (Households (000) & %)		7,480 9.8		7,400 9.7		16,100 21.1		11,900 15.6		12,820 16.8		14.9* 23 *		15.1* 23 *		18.9* 31 *		19.0* 34 *														
	SHARE OF AUDIENCE %		18		17		35		25		27		23 *		23 *		31 *		34 *														
AVG. AUD. BY ¼ HR. %		9.4		10.1		9.0		10.3		19.2		22.9		16.0		15.2		14.2		15.5		15.2		14.9		18.3		19.5		19.5		18.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		25,870 33.9				20,370 26.7		22,430 29.4		23,420 30.7		23,350 30.6		22,890 30.0																		
	CBS TV		60 MINUTES (7:07-8:07PM)(OP)(-OP)				ARCHIE BUNKER'S PLACE (8:07-8:37PM)(-OP)		ONE DAY AT A TIME (8:37-9:07PM)(-OP)		ALICE (9:07-9:37PM)(OP)(-OP)		JEFFERSONS (9:37-10:07PM)(-OP)		TRAPPER JOHN, M.D. (10:07-11:07PM)																		
	AVERAGE AUDIENCE (Households (000) & %)		19,380 25.4		24.1*		16,480 21.6		18,920 24.8		21,750 28.5		20,450 26.8		17,550 23.0		23.6*		22.7*														
	SHARE OF AUDIENCE %		46		45 *		46 *		39		43		41		41		39 *		41 *														
AVG. AUD. BY ¼ HR. %		23.4		24.5		25.2		26.7		21.2		20.4		23.1		24.1		27.9		28.5		25.9		26.3		24.7		23.0		22.3		23.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		16,790 22.0				20,600 27.0								12,510 16.4																		
	NBC TV		DISNEY'S WONDERFUL WORLD \$1,000,000 DUCK, PART 2(R)				BIG EVENT GRAY LADY DOWN(OP)								PRIME TIME SUNDAY																		
	AVERAGE AUDIENCE (Households (000) & %)		12,130 15.9		14.0*		13,350 17.5		14.5*		17.0*		19.2*		9,000 11.8		12.3*		11.2*														
	SHARE OF AUDIENCE %		29		26 *		28		24 *		27 *		29 *		20		20 *		20 *														
AVG. AUD. BY ¼ HR. %		12.7		15.3		17.5		18.1		14.0		15.0		16.3		17.7		19.2		19.2		19.6		19.2		12.4		12.2		11.5		10.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		11,140 14.6				19,690 25.8		15,490 20.3		25,710 33.7																						
	ABC TV		WRLD SERIES GM 5 BALTIMORE VS PITTSBURGH(-OP) (8:15-7:34PM)		OUT OF THE BLUE (7:34-8:00PM)		MORK & MINDY		ASSOCIATES (OP)		ABC NFL FOOTBALL SPECIAL LOS ANGELES VS DALLAS (9:00-11:51PM)																						
	AVERAGE AUDIENCE (Households (000) & %)		9,460 12.4		16,400 21.5		13,200 17.3		14,800 19.4		21.7*		23.3*		19.6*																		
	SHARE OF AUDIENCE %		30.8*		21		33		26		28 *		33 *		37 *		33 *		37 *														
AVG. AUD. BY ¼ HR. %		31.7		29.9		12.7		12.1		20.1		22.9		17.3		17.3		17.4		19.9		20.9		22.5		23.7		23.0		20.4		18.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		25,180 33.0				17,930 23.5		19,230 25.2		25,330 33.2																						
	CBS TV		(1) (-OP)		60 MINUTES (7:18-8:18PM)(-OP)		ARCHIE BUNKER'S PLACE (8:18-8:48PM)(-OP)		ONE DAY AT A TIME (8:48-9:18PM)(-OP)		FLESH & BLOOD-PY...I (9:18-11:18PM)																						
	AVERAGE AUDIENCE (Households (000) & %)		17,400 22.8		15,110 19.8		16,180 21.2		16,180 21.2		17.9*		22.5*		23.4*																		
	SHARE OF AUDIENCE %		36		40 *		30		31		27 *		36 *		41 *		21 *		21 *														
AVG. AUD. BY ¼ HR. %		8.3		15.8		22.9		26.0		25.5		18.1		21.0		19.4		22.9		18.9		17.5		18.4		21.7		23.2		23.8		23.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		18,770 24.6				26,320 34.5				13,730 18.0																						
	NBC TV		DISNEY'S WONDERFUL WORLD BASEBALL FEVER				NBC THEATER-SUN THE MIRACLE WORKER(SUS)(OP) (8:00-9:55PM)				PRIME TIME SUNDAY																						
	AVERAGE AUDIENCE (Households (000) & %)		11,830 15.5		18,240 23.9		9,840 12.9		14.2*		11.6*																						
	SHARE OF AUDIENCE %		25		36		22		23 *		26.6*		40 *		21 *		21 *		21 *														
AVG. AUD. BY ¼ HR. %		11.2		13.8		17.4		19.6		18.4		21.3		23.2		23.9		25.5		26.7		27.4		25.4		15.1		13.3		12.0		11.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.1	54.1	55.6	58.0	60.0	61.6	62.2	62.6	65.0	66.5	66.0	65.0	61.9	59.0	57.5	53.6															
		WK. 2	59.4	61.4	61.0	62.7	64.9	66.0	66.2	66.9	68.8	68.4	67.9	66.1	62.4	60.6	57.7	54.5															
U.S. TV Households: 76,300,000																																	
(1) CBS NFL FOOTBALL GAME 2: CBS (4:00-7:18PM)																																	

U.S. TV Households: 76,300,000

(1) CBS NFL FOOTBALL GAME 2, CBS, (4:00-7:18PM)

For explanation of symbols, See page A

EVE.SUN. OCT.14, 1979

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 4,580 6.0															
	ABC TV		ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,430 5.8															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 13 5.8															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,100 9.3		8,700 11.4													
	CBS TV		CBS SUNDAY NEWS-BRADLEY (11:07-11:22PM) (OP)		CBS NEWS SPEC. RPT-11:37 (11:37-12:05AM)		(OP)											
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,790 8.9		7,400 9.7													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 21 9.2		34 11.1		9.4 8.2											
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{ 3,820 5.0															
	NBC TV		NBC LATE NIGHT MOVIE (11:30-1:23AM) (-OP)		(OP)													
	AVERAGE AUDIENCE (Households (000) & %)		{ 1,980 2.6		2.7*		3.0*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 12 2.8		9* 2.7		14* 3.0		2.7									
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{ 3,130 4.1															
	ABC TV		ABC NFL FOOTBALL SPECIAL LOS ANGELES VS DALLAS (9:00-11:51PM) (-OP)		ABC WEEKEND REPORT-SUN.													
	AVERAGE AUDIENCE (Households (000) & %)		{ 16.8* 32*		2,820 3.7													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 17.2 16.3		15 4.2		3.6											
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{ 5,040 6.6															
	CBS TV		FLESH & BLOOD-PT. 1 (-OP)		CBS SUNDAY NEWS-BRADLEY													
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,880 6.4		5,340 7.0		4,810 6.3											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 15 22.8		6.1 6.5		5.2 35		3,970 6.2		5.5* 38*		4.7					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{ 3,660 4.8															
	NBC TV		NBC LATE NIGHT MOVIE (11:30-1:01AM) (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,140 2.8		3.0*		2.8*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 12 3.1		9* 3.0		13* 2.9		2.8									
WEEK 7	TOTAL AUDIENCE (Households (000) & %)		{ 8,090 10.6															
	CBS TV		LATE MOVIE I >(M-TH)(S)(OP)(-OP)		LATE MOVIE II (M-TH)>(S)(OP)(-OP)													
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,340 7.0		8,770 11.5		2,750 3.6											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 27 8.2		5.5* 38*		5.2 4.7		3,970 6.2		5.4		4.7					
WEEK 8	TOTAL AUDIENCE (Households (000) & %)		{ 8,770 11.5															
	NBC TV		TONIGHT SHOW >(-OP)		TOMORROW SHOW (M-TH)>(OP)(-OP)													
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,880 6.4		7.3*		6.3*		5.9*		2,060 2.7		2.7*		19*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 22 7.5		19* 7.3		23* 5.9		32* 5.1		21 3.1		19* 2.8		2.5			
HOUSEHOLDS USING TV (See Def. 1)		WK. 1	46.1	39.6	32.4	27.4	23.6	20.4	18.1	38.9	33.5	28.0	24.3	20.6	18.2	15.5	13.3	11.8
U.S. TV Households: 76,300,000		WK. 2	50.8	42.9	35.0	29.1	23.0	19.5	17.1	40.0	35.0	29.4	26.2	22.3	19.2	16.5	14.4	12.8

For explanation of symbols, See page A

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 1-5, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,360
4.4GOOD MORNING, AMERICA-730
(CO-OP) (PARTICIPATING)4,120
5.4GOOD MORNING, AMERICA-830
(CO-OP) (PARTICIPATING)2,590
3.43,430
4.5

22

27

3.3

3.5

4.4

4.7

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,820
3.7MORNING MON-FRI
(CO-OP) (PARTICIPATING)3,820
5.0

CAPTAIN KANGAROO

2,900
3.8BEAT THE CLOCK
(MTUHF)(S)(OP)2,980
3.9WHEW
(10:30-10:54AM)
(MTUHF)(S)(OP)1,830
2.42,370
3.12,290
3.02,670
3.5

17

19

16

19

2.1

2.3

2.5*

16 *

2.5

3.0

2.8*

17 *

3.3

3.4*

20 *

3.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,890
5.1TODAY SHOW-7:30AM
(CO-OP) (PARTICIPATING)4,350
5.7TODAY SHOW-8:30AM
(CO-OP) (PARTICIPATING)3,360
4.4

CARD SHARKS

3,590
4.7HOLLYWOOD SQUARES
(SUS)(OP)2,980
3.93,430
4.52,820
3.73,130
4.1

25

27

21

23

3.9

4.0

4.5

4.7

3.6

3.8

4.1

4.1

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,670
3.5GOOD MORNING, AMERICA-730
(CO-OP) (PARTICIPATING)3,430
4.5GOOD MORNING, AMERICA-830
(CO-OP) (PARTICIPATING)2,820
3.73,130
4.1

24

27

21

23

3.5

3.5

4.4

4.6

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,520
3.3MORNING MON-FRI
(CO-OP) (PARTICIPATING)3,510
4.6

CAPTAIN KANGAROO

2,520
3.3

BEAT THE CLOCK

3,050
4.0WHEW
(10:30-10:54AM)
(OP)1,600
2.12,060
2.72,060
2.72,670
3.5

16

16

15

19

2.0

2.0

2.1*

14 *

2.1

2.4

2.3*

14 *

2.9

3.1*

18 *

3.3

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,430
4.5TODAY SHOW-7:30AM
(CO-OP) (PARTICIPATING)4,580
6.0TODAY SHOW-8:30AM
(CO-OP) (PARTICIPATING)3,660
4.8

CARD SHARKS

3,890
5.1HOLLYWOOD SQUARES
(SUS)(OP)2,750
3.63,740
4.93,050
4.03,430
4.5

25

29

22

24

3.4

3.8

4.8

4.9

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1)

WK. 2

6.7

9.3

12.0

13.5

14.3

15.7

16.1

16.8

17.3

17.9

18.1

18.3

17.7

18.0

18.0

18.0

18.0

18.3

18.7

18.6

18.6

18.6

19.0

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 8-12, 1979

DAY MON.-FRI. OCT. 1-5, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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[illegible]

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 8-12, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 1-5, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		9,160 12.0		4,650 6.1		9,690 12.7		ABC WORLD NEWS TONIGHT									
	ABC TV		GENERAL HOSPITAL >(SUS)(OP)(-OP)		EDGE OF NIGHT (W-F)(SUS)(OP)													
	AVERAGE AUDIENCE (Households (000) & %)		6,790 8.9		4,120 5.4													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		29 8.4		16 5.5		5.4											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		6,330 8.3		2,820 3.7		12,280 16.1		CBS EVENING NEWS- CRONKITE									
	CBS TV		GUIDING LIGHT >(S)(OP)		ONE DAY AT A TIME-W-F (TU-F)(OP)		LOVE OF LIFE (W-F)(S)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)		5,260 8.3*		2,370 3.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		28 * 8.0		9 3.0		3.2											
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		(S)(OP)				9,690 12.7		NBC NIGHTLY NEWS >(S)(OP)(-OP)									
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		9,160 12.7		4,650 6.5		9,690 12.7		ABC WORLD NEWS TONIGHT									
	ABC TV		GENERAL HOSPITAL >(SUS)(OP)		EDGE OF NIGHT (MTWTF)(SUS)(OP)		(S)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)		7,320 9.6		4,270 5.6													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		32 9.3		18 5.7		5.6											
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		6,870 9.0		2,670 3.5		11,750 15.4		CBS EVENING NEWS- CRONKITE									
	CBS TV		GUIDING LIGHT		ONE DAY AT A TIME-W-F (MTWTF)(SUS)(OP)		LOVE OF LIFE >(SUS)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)		5,800 7.7*		2,370 3.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		27 * 7.6		10 3.1		3.2											
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		6.2* 21 *				10,530 13.8		NBC NIGHTLY NEWS									
	NBC TV		ANOTHER WORLD >(SUS)(OP)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
HOUSEHOLDS USING TV (See Def. 1)		WK. 1	29.3	30.5	30.7	32.0	32.1	33.7	34.8	36.3	37.5	40.0	42.6	44.7	47.5	49.6	50.7	51.9
U.S. TV Households: 76,300,000		WK. 2	28.7	30.1	29.8	31.1	30.8	32.0	32.6	34.6	35.9	38.0	39.5	42.2	46.2	48.2	49.6	51.4

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 8-12, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 6, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,200 5.5	5,570 7.3	5,040 6.6	5,110 6.7	5,340 7.0	5,720 7.5
GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)	PLASTICMAN COMEDY-SHOW-1	PLASTICMAN COMEDY-SHOW-2	PLASTICMAN COMEDY-SHOW-3	PLASTICMAN COMEDY-SHOW-4 (OP)
3,510 4.6	4,270 5.6	4,350 5.7	4,200 5.5	4,270 5.6	4,780 6.2
29 4.3	25 5.4	27 5.6	24 5.5	23 6.1	25 6.4
4.9	5.7	5.8	5.5	5.2	6.0

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,590 4.7	4,880 6.4	6,180 8.1	7,630 10.0	8,010 10.5	7,250 9.5
MIGHTY MOUSE- HECKL-JECKL1 (OP)	MIGHTY MOUSE- HECKL-JECKL2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)
2,900 3.8	3,890 5.1	5,260 6.9	6,260 8.2	6,870 9.0	5,570 7.3
27 3.4	27 5.0	30 6.3	33 7.4	35 7.9	29 7.7
4.2	5.2	6.3	7.4	8.5	7.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,200 4.2	4,430 5.8	5,110 6.7	5,880 7.7	5,190 6.8	4,040 5.3
BAY CITY ROLLERS (SUS)	NEW DAFFY DUCK SHOW	CASPER AND THE ANGELS (OP)	FRED & BARNEY MEET-THING	FRED & BARNEY- THING PT 2 (OP)	SUPER GLOBETROTTERS (OP)
2,440 3.2	3,430 4.5	4,120 5.4	4,730 6.2	4,500 5.9	3,590 4.7
24 3.7	24 5.9	25 5.8	26 6.5	23 6.4	19 5.6
4.9	7.0	7.4	7.3	7.3	6.8
GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)	PLASTICMAN COMEDY-SHOW-1	PLASTICMAN COMEDY-SHOW-2	PLASTICMAN COMEDY-SHOW-3	PLASTICMAN COMEDY-SHOW-4 (OP)
3,130 4.1	4,430 5.8	4,880 6.4	4,810 6.3	4,580 6.0	4,270 5.6
23 3.7	26 5.9	30 5.8	27 6.5	26 6.4	24 5.6
4.5	5.7	7.0	6.1	5.6	5.6

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,040 5.3	5,340 7.0	6,710 8.8	7,630 10.0	8,700 11.4	6,790 8.9
MIGHTY MOUSE- HECKL-JECKL1 (OP)	MIGHTY MOUSE- HECKL-JECKL2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)
3,360 4.4	4,350 5.7	5,720 7.5	6,560 8.6	7,320 9.6	6,030 7.9
30 4.1	29 5.2	33 7.2	34 8.4	38 9.3	32 7.7
4.7	6.2	7.8	8.9	9.9	8.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,980 3.9	4,270 5.6	4,730 6.2	6,490 8.5	5,190 6.8	5,720 7.5
BAY CITY ROLLERS (SUS)	NEW DAFFY DUCK SHOW	CASPER AND THE ANGELS (OP)	FRED & BARNEY MEET-THING	FRED & BARNEY- THING PT 2 (OP)	SUPER GLOBETROTTERS (OP)
2,140 2.8	3,360 4.4	3,890 5.1	5,260 6.9	4,350 5.7	4,880 6.4
21 2.2	24 4.0	23 4.6	28 6.8	24 5.7	26 6.4
3.5	4.8	5.5	6.9	5.8	6.5

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1)

4.1	5.3	7.0	9.2	12.7	15.4	18.0	20.0	22.3	24.1	24.5	25.9	26.1	25.6	25.3	24.3
4.5	5.7	7.6	10.0	13.0	16.4	18.5	20.6	22.1	23.9	25.3	25.9	25.1	25.3	24.7	25.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. OCT. 13, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. OCT. 6, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		5,260 6.9	5,110 6.7	5,040 6.6	5,720 7.5	6,180 8.1	14,420 18.9										
ABC TV		SPIDERWOMAN (OP)	SCOOBY AND SCRAPPY DOO (OP)	ABC WEEKEND SPECIALS HORSE THAT PLAYED CENTERFIELD, PT. 2	AMERICAN BANDSTAND '79			(1) (SUS)(OP) (-OP)	NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (1:30-3:29PM)(3:33-5:07PM)								
AVERAGE AUDIENCE (Households (000) & %)		4,730 6.2	4,580 6.0	4,350 5.7	3,360 4.4	5,490 7.2	5,880 7.7										
SHARE OF AUDIENCE %		26	28	22	17	19 *	25										
AVG. AUD. BY ¼ HR.		5.9	6.4	5.9	5.3	6.0	3.9	4.9	5.1	5.0 *	7.4	7.1	7.9	8.5 *	9.1 *	9.1 *	
TOTAL AUDIENCE (Households (000) & %)		6,030 7.9	5,040 6.6	3,590 4.7	4,040 5.3	5,190 6.8	6,180 8.1										
CBS TV		ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)	JASON OF STAR COMMAND (OP)	TARZAN AND SUPER SEVEN 1 (OP)	TARZAN AND SUPER SEVEN 2 (OP)	CBS NEWS SPEC. RPT- 1:43PM (OP) (1:43-2:23PM)										
AVERAGE AUDIENCE (Households (000) & %)		4,810 6.3	4,270 5.6	3,200 4.2	3,280 4.3	4,040 5.3	4,350 5.7										
SHARE OF AUDIENCE %		27	24	18	17	20	22										
AVG. AUD. BY ¼ HR.		6.8	5.8	5.7	4.2	4.1	4.1	4.4	5.1	5.5	6.5	6.0	5.5	5.5 *	21 *	34 *	
TOTAL AUDIENCE (Households (000) & %)		3,820 5.0	3,430 4.5	3,360 4.4	4,810 6.3												
NBC TV		FLASH GORDON (OP)	GODZILLA (OP)	JONNY QUEST	JETSONS	POPE-WHITE HOUSE (SUS) (1:39-2:23PM)											
AVERAGE AUDIENCE (Households (000) & %)		3,200 4.2	2,900 3.8	2,900 3.8	3,820 5.0												
SHARE OF AUDIENCE %		18	16	16	21												
AVG. AUD. BY ¼ HR.		4.1	3.7	3.6	4.7												
TOTAL AUDIENCE (Households (000) & %)		4,270 5.6	5,490 7.2	4,810 6.3	31,050 40.7	SPORTSWORLD (2:23-3:00PM)											
ABC TV		SPIDERWOMAN (OP)	SCOOBY AND SCRAPPY DOO (OP)	ABC WEEKEND SPECIALS THE CONTEST KID STRIKES AGAIN	WORLD SERIES GAME #4 BALTIMORE VS PITTSBURGH (12:44-4:53PM)(OP)												
AVERAGE AUDIENCE (Households (000) & %)		3,590 4.7	4,350 5.7	3,890 5.1	17,930 23.5												
SHARE OF AUDIENCE %		18	25	17	63												
AVG. AUD. BY ¼ HR.		4.8	4.6	4.6	5.7	12.2	13.9	16.9	17.5 *	52 *	20.4 *	22.7 *	64 *	23.6 *	64 *		
TOTAL AUDIENCE (Households (000) & %)		7,630 10.0	5,880 7.7	4,200 5.5	4,880 6.4	5,340 7.0	2,750 3.6										
CBS TV		ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)	JASON OF STAR COMMAND (OP)	TARZAN AND SUPER SEVEN 1 (OP)	TARZAN AND SUPER SEVEN 2 (OP)	30 MINUTES										
AVERAGE AUDIENCE (Households (000) & %)		6,260 8.2	4,880 6.4	3,660 4.8	3,970 5.2	4,500 5.9	2,290 3.0										
SHARE OF AUDIENCE %		32	24	17	16	17	8										
AVG. AUD. BY ¼ HR.		8.3	8.0	4.7	4.9	5.3	2.8										
TOTAL AUDIENCE (Households (000) & %)		4,650 6.1	4,350 5.7	5,880 7.7	4,960 6.5												
NBC TV		FLASH GORDON (OP)	GODZILLA (OP)	JONNY QUEST	JETSONS												
AVERAGE AUDIENCE (Households (000) & %)		4,040 5.3	3,970 5.2	4,810 6.3	4,040 5.3												
SHARE OF AUDIENCE %		21	20	23	17												
AVG. AUD. BY ¼ HR.		5.2	5.4	5.2	5.1												
HOUSEHOLDS USING TV (See Def. 1)		WK. 1 23.3	WK. 2 25.5	23.4	23.5	23.6	23.5	24.4	24.4	25.1	25.9	27.2	26.8	27.5	28.7	29.4	
U.S. TV Households: 76,300,000																	
(1) NCAA FOOTBALL PRE GAME, ABC, (1:30-1:43PM)(1:53-1:58PM)																	

For explanation of symbols, See page A.

DAY SAT. OCT. 13, 1979

[illegible]

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 7, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 76,300,000

3,360
4.4
KIDS ARE PEOPLE TOO I
(SUS)
2,670
3.5
16
3.3 3.8
KIDS ARE PEOPLE TOO II

840
1.1
THREE ROBONIC
STOOGES
(OP)

1,140
1.5
SKATEBIRDS
(OP)

2,670
3.5

SUNDAY MORNING

FOR OUR TIMES
(SUS)

610
.8
11
.7

990
1.3
11
1.1

1,530
2.0
12
1.7

1.9*
12*
2.1

2.1*
12*
2.1

1.8*
9*
1.8

POPE-WASHINGTON
(SUS)

2,590
3.4
KIDS ARE PEOPLE TOO I
(SUS)
2,060
2.7
12
2.6 2.8
KIDS ARE PEOPLE TOO II

690
.9
THREE ROBONIC
STOOGES
(OP)

690
.9
SKATEBIRDS
(OP)

2,750
3.6

SUNDAY MORNING

FOR OUR TIMES
(SUS)

610
.8
12
.7

610
.8
7
.8

1,450
1.9
11
1.4

1.5*
10*
1.6

2.1*
12*
2.2

2.2*
11*
2.1

For explanation of symbols, See page A.

DAY SUN. OCT. 14, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. OCT. 7, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		3,820 5.0		2,670 3.5		2,670 3.5		3,660 4.8											
	ABC TV		KIDS ARE PEOPLE TOO !!! (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '79		DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)		3,130 4.1		2,210 2.9		2,060 2.7		2,590 3.4											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		18 4.1		13 2.8		11 2.7		13 3.8		3.1									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				2,980 3.9				7,630 10.0		24,030 31.5									
	CBS TV				FACE THE NATION				CBS NFL FOOTBALL PRE GAME		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:07PM)									
	AVERAGE AUDIENCE (Households (000) & %)				2,290 3.0				5,650 7.4		14,190 18.6		16.0*		18.9*		19.9*		18.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				13 2.6		3.3		30 6.0		55 14.6		54 *		56 *		57 *		53 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						3,050 4.0													
	NBC TV		POPE-WASHINGTON (SUS)				MEET THE PRESS													
	AVERAGE AUDIENCE (Households (000) & %)						2,370 3.1													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14 3.0		3.2											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		3,130 4.1		2,210 2.9		2,370 3.1													
	ABC TV		KIDS ARE PEOPLE TOO !!! (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS						DIRECTIONS (SUS)							
	AVERAGE AUDIENCE (Households (000) & %)		2,290 3.0		1,910 2.5		1,910 2.5													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		13 2.9		11 2.4		10 2.6		2.6											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				2,370 3.1				6,870 9.0		21,590 28.3									
	CBS TV				FACE THE NATION				CBS NFL FOOTBALL PRE GAME		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:18PM)									
	AVERAGE AUDIENCE (Households (000) & %)				1,830 2.4				5,260 6.9		10,610 13.9		11.9*		13.9*		14.6*		14.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				9 2.3		2.6		27 6.0		41 11.0		41 *		43 *		42 *		40 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,130 4.1		3,890 5.1		18,620 24.4									
	NBC TV						MEET THE PRESS		NFL '79-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:24PM)									
	AVERAGE AUDIENCE (Households (000) & %)						2,590 3.4		2,820 3.7		8,320 10.9		9.2*		10.4*		10.9*		12.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 3.2		13 3.6		31 8.2		29 *		31 *		31 *		33 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	22.4	23.1	21.8	22.1	22.9	24.1	24.9	27.0	30.0	31.7	33.1	35.2	36.0	36.1	36.1	36.9		
		WK. 2	22.6	23.3	23.5	23.8	24.3	26.5	27.7	28.4	30.5	31.9	33.0	34.1	35.1	35.5	36.0	36.6		
U.S. TV Households: 76,300,000																				

For explanation of symbols, See page A.

DAY SUN. OCT. 14, 1979

		TIME																				
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45					
W E K 1	TOTAL AUDIENCE (Households (000) & %)																	6,490 8.5				
	ABC TV	(1) (SUS)	POPE IN WASHINGTON II (3:52-5:06PM)(SUS)																ABC WRLD NEWS TONIGHT-SUN			
	AVERAGE AUDIENCE (Households (000) & %)																	5,040				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	6.6 14 6.4	6.8			
E K 2	TOTAL AUDIENCE (Households (000) & %)					5,650 7.4	19,610 25.7															
	CBS TV	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:07PM)~				(2)	CBS NFL FOOTBALL GAME 2 LOS ANGELES VS NEW ORLEANS & DALLAS VS MINNESOTA (4:00-7:07PM)(SUS)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	19.9*				6.9	8,550 11.2				10.1*				11.3*		12.0*					
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	55 *				19	26				25 *				27 *		26 *					
W E K 1	TOTAL AUDIENCE (Households (000) & %)	4,120 5.4				19,610 25.7										5,650 7.4						
	NBC TV	NFL '79-NBC				NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (4:00-7:05PM)(SUS)(OP)(-OP)										(3)						
	AVERAGE AUDIENCE (Households (000) & %)	2,820 3.7				9,310 12.2				10.8*				11.5*		5,720 7.5						
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	10 3.6				30 10.2				28 *				29 *		16 7.5						
W E K 2	TOTAL AUDIENCE (Households (000) & %)	2,290 3.0				10,300 13.5				34,790 45.6												
	ABC TV	COLLEGE FOOTBALL '79				WORLD SERIES GAME #5 BALTIMORE VS PITTSBURGH (4:15-7:34PM)																
	AVERAGE AUDIENCE (Households (000) & %)	1,910 2.5				9,920 13.0				19,990 26.2				20.5*		24.5*	26.5*	28.5*	31.3*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	6 2.6				31 13.0				53 16.8				45 *		52 *	57 *	57 *	58 *			
E K 2	TOTAL AUDIENCE (Households (000) & %)					15,720 20.6																
	CBS TV	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:18PM)(OP)				CBS NFL FOOTBALL GAME 2 ATLANTA VS OAKLAND & DETROIT VS GREEN BAY (4:00-7:18PM)																
	AVERAGE AUDIENCE (Households (000) & %)	14.4*				14.8*				5,490 7.2				7.6*				7.5*		6.1*	7.0*	6.4*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	39 *				39 *				15				17 *				16 *		13 *	14 *	12 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)	5,190 6.8														4,880 6.4						
	NBC TV	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS & TIMES (1:00-7:24PM)(-OP)~				NFL FOOTBALL POST-NBC				RELIGIOUS SERIES (SUS)						NBC NIGHTLY NEWS SUN.						
	AVERAGE AUDIENCE (Households (000) & %)	11.9*				4,810 6.3										4,200 5.5						
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	31 *				16										10 5.0	5.9					
TV HOUSEHOLDS USING TV		WK. 1	37.4	37.6	38.1	38.4	38.8	39.0	39.2	39.3	39.8	39.9	41.1	42.8	44.2	46.0	47.8	49.4				
(See Def. 1)		WK. 2	37.6	38.3	39.2	40.8	43.2	45.4	45.8	47.0	48.3	48.3	48.0	48.5	49.9	52.9	55.3	56.6				

U.S. TV Households: 76,300,000
(1)ABC SPEC REPORT:POPE,ABC,(3:00-3:11)(S)
A-35 (3)NFL FOOTBALL POST-NBC,NBC,(6:48 7:00PM)

(4) WORLD SERIES PRE GAME #5, ABC, (4:00-4:15PM) (S)

For explanation of symbols, See page A.

DAY SUN. OCT. 14, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-11.46PM	+GRID														
	1	9.26-12.30AM	+GRID	25,480	33.4	12,820	16.8	30		25,480	33.4	13,510	17.7	29			
		11.00							15.2						18.3		
		11.15					15.8*	28*	16.3				18.0*	34*	17.8		
		11.30							17.0						15.7		
		11.45					16.6*	36*	16.3						10.9		
		12.00							16.2								
		12.15					15.5*	41*	14.9								
CBS M*A*S*H	1	9.25- 9.55PM	+GRID	18,160	23.8	16,100	21.1	31									
		9.45							21.8								
CBS LAST RESORT(B)	1	9.55-10.25PM	+GRID	14,190	18.6	12,360	16.2	24									
		10.15							15.9								
CBS LOU GRANT	1	10.25-11.25PM	+GRID	13,730	18.0	9,840	12.9	21									
		11.00							12.5								
		11.15					12.3*	22*	11.8								
NBC 17TH ANNIVERSARY-J CARSON(S)	1	9.22-11.22PM	+GRID	30,210	39.6	21,140	27.7	43									
		11.00							29.9								
		11.15					28.9*	51*	26.8								
EVENING TUESDAY																	
NBC NAT'L LEAGUE CHAMP. PRE 1(S)	1	8.00- 8.18PM	+GRID	12,890	16.9	12,210	16.0	27									
		8.15							16.3								
NBC NAT'L LEAGUE CHAMP. GM 1(S)	1	8.18-11.52PM	+GRID	28,540	37.4	16,020	21.0	34									
		11.00							22.5								
		11.15					22.2*	40*	21.9								
		11.30							20.7								
		11.45					20.3*	46*	19.4								
NBC NBC TUE. NIGHT MOVIE	2	9.00-11.19PM	+GRID							23,270	30.5	13,510	17.7	30			
		11.00													18.0		
		11.15													12.6		
EVENING WEDNESDAY																	
ABC WORLD SERIES GAME #1(S)	2	8.15-12.00MD	+GRID							37,230	48.8	21,520	28.2	46			
		11.00													27.9		
		11.15													26.6		
		11.30													26.8		
		11.45													24.7		
CBS CARTER UN FUND APPEAL(SUS)	2	10.23-10.30PM	10.15														
NBC AMER. LEAGUE CHAMP. PRE 1(S)	1	8.00- 8.18PM	+GRID	12,280	16.1	10,990	14.4	25									
		8.15							15.0								
NBC AMER. LEAGUE CHAMP. GM 1(S)	1	8.18-11.52PM	+GRID	28,380	37.2	15,870	20.8	35									
		11.00							21.6								
		11.15					21.5*	40*	21.5								
		11.30							21.4								
		11.45					21.1*	48*	20.3								

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING THURSDAY																	
ABC WORLD SERIES GAME #2(S)	2	8.14-11.38PM	~GRID 11.00 11.15 11.30														
ABC WORLD SERIES PRE GAME #2(S)	2	8.00- 8.14PM	8.00														
NBC CARTER-UNITED WAY(SUS)	1	10.54-11.00PM	10.45														
EVENING FRIDAY																	
ABC WORLD SERIES GAME #3(S)	2	8.15-10.00PM	~GRID														
	2	10.30-12.05AM															
			11.00 11.15 11.30 11.45 12.00														
NBC AMER. LEAGUE CHAMP. PRE 3(S)	1	8.00- 8.16PM	~GRID 8.15	12,510	16.4	12,440	16.3	31	16.3								
NBC AMER. LEAGUE CHAMP. GM 3(S)	1	8.16-11.40PM	~GRID	27,620	36.2	14,950	19.6	35									
			11.00 11.15 11.30														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	15,110	19.8	15,110	19.8	34	19.8								
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	5,650	7.4	5,340	7.0	15	7.0								
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	6,640	8.7	6,640	8.7	16	8.7								
	2	8.56- 8.59PM	8.45														
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	16,790	22.0	16,790	22.0	40	22.0								
NBC SATURDAY NIGHT	1	11.30-12.50AM	11.30	15,950	20.9	10,530	13.8	42	14.8								
	2	11.30-12.52AM	11.30 11.45 12.00 12.15 12.30 12.45														

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING SUNDAY-CONTD																	
CBS CBS NFL FOOTBALL GAME 2	2	4.13- 7.18PM	+GRID														
	1	4.27- 7.07PM	-GRID	19,610	25.7	8,550	11.2	26	15.9		15,720	20.6	5,490	7.2	15		
			7.00														8.5
			7.15														
CBS 60 MINUTES	1	7.07- 8.07PM	+GRID								25,180	33.0	17,400	22.8	36		
	2	7.18- 8.18PM	-GRID	25,870	33.9	19,380	25.4	46									
			8.00						27.3								
			8.15														21.1
CBS ARCHIE BUNKER'S PLACE	1	8.07- 8.37PM	+GRID								17,930	23.5	15,110	19.8	30		
	2	8.18- 8.48PM	-GRID	20,370	26.7	16,480	21.6	35									
			8.30						24.7								20.5
			8.45														
CBS ONE DAY AT A TIME	1	8.37- 9.07PM	+GRID								19,230	25.2	16,180	21.2	31		
	2	8.48- 9.18PM	-GRID	22,430	29.4	18,920	24.8	39									
			9.00						28.2								
			9.15														20.5
CBS ALICE	1	9.07- 9.37PM	+GRID														
			9.30						28.9								
CBS NEWSBREAK-SUN.	1	9.06- 9.07PM	9.00	19,910	26.1	19,910	26.1	40	26.1								
CBS FLESH & BLOOD-PT.-1(S)	2	9.18-11.18PM	+GRID								25,330	33.2	16,180	21.2	35		
S NEWSBREAK-SUN.	2	9.16- 9.17PM	11.15														18.7
S JEFFERSONS	1	9.37-10.07PM	+GRID	23,350	30.6	20,450	26.8	41	29.1		14,270	18.7	14,270	18.7	27		18.7
			10.00														
S TRAPPER JOHN, M.D.	1	10.07-11.07PM	+GRID	22,890	30.0	17,550	23.0	41									
			11.00						22.6								
C NBC NEWS UPDATE-SUN.	1	9.04- 9.05PM	9.00	14,120	18.5	14,120	18.5	28	18.5								
C MOVIE FILL(SUS)	2	9.55-10.00PM	9.45														
C NBC LATE NIGHT MOVIE	1	11.30- 1.23AM	+GRID	3,820	5.0	1,980	2.6	12			3,660	4.8	2,140	2.8	12		
	2	11.30- 1.01AM	+GRID														
			12.45				2.7*	16*	2.6								
			1.00						2.2								2.4
			1.15				2.1*	15*	1.8								2.5
EVENING MONDAY-FRIDAY																	
C ABC NEWSBRIEF-M-F	2	>	8.00														
	1	>	8.45	14,190	18.6	13,580	17.8	28	15.7	M-F	12,970	17.0	12,970	17.0	29	18.2	M-F
			9.45						20.3	TU-TH						15.6	MON.
C BARNEY MILLER-11.30	2	11.30-12.04AM	11.30								5,490	7.2	4,430	5.8	19	14.7	TUE.
			11.45													6.0	TUE.
			12.00													5.7	TUE.
C POPE IN AMERICA-I(SUS)	1	11.30-12.00MD	11.30							TUE.						5.0	TUE.
C POPE IN AMERICA-III(SUS)	1	11.30-12.00MD	11.30							WED.							
C POPE IN AMERICA-IV(SUS)	1	11.30-12.00MD	11.30							THU.							
C POPE IN AMERICA-V(SUS)	1	11.30-12.00MD	11.30							FRI.							

U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
ABC CHARLIE'S ANGELS-11.30	1	12.00- 1.07AM	12.00	7,020	9.2	4,580	6.0	23	6.1	FRI.									
			12.15				6.2*	21*	6.3	FRI.									
			12.30						6.2	FRI.									
			12.45				6.0*	26*	5.9	FRI.									
			1.00						5.6	FRI.									
ABC LOVE BOAT-11.30	1	12.00- 1.07AM	12.00	5,040	6.6	3,510	4.6	23	4.9	WED.									
			12.15				4.8*	20*	4.6	WED.									
			12.30						4.7	WED.									
			12.45				4.6*	28*	4.5	WED.									
			1.00						3.7	WED.									
ABC POLICE WOMAN	1	12.00- 1.06AM	12.00	4,650	6.1	3,200	4.2	20	4.4	THU.									
			12.15				4.3*	19*	4.3	THU.									
			12.30						4.2	THU.									
			12.45				4.1*	21*	4.0	THU.									
			1.00						3.5	THU.									
ABC TUESDAY MOVIE OF THE WEEK	2	12.04- 2.02AM	12.00								4,650	6.1	2,520	3.3	20	4.3	TUE.		
			12.15											4.1*	18*	4.0	TUE.		
			12.30													3.5	TUE.		
			12.45											3.5*	19*	3.4	TUE.		
			1.00													3.2	TUE.		
			1.15											3.1*	21*	3.0	TUE.		
			1.30													2.9	TUE.		
			1.45													2.8	TUE.		
			2.00													2.6	TUE.		
ABC POLICE WOMAN	2	12.21- 1.30AM	12.15								5,420	7.1	3,890	5.1	26	5.7	THU.		
			12.30													5.5	THU.		
			12.45													5.4*	26*		
			1.00													5.3	THU.		
			1.15													4.8	THU.		
																4.5*	28*		
ABC TUESDAY MOVIE OF THE WEEK	1	12.28- 2.11AM	12.15	4,500	5.9	2,750	3.6	26	4.4	TUE.									
			12.30						4.3	TUE.									
			12.45				4.1*	22*	3.9	TUE.									
			1.00						3.3	TUE.									
			1.15				3.3*	24*	3.2	TUE.									
			1.30						3.4	TUE.									
			1.45				3.4*	32*	3.3	TUE.									
			2.00						3.4	TUE.									
ABC LOVE BOAT-11.30	2	12.32- 1.38AM	12.30								5,420	7.1	3,970	5.2	30	6.0	WED.		
			12.45											5.5*	27*	5.1	WED.		
			1.00													4.9	WED.		
			1.15											5.0*	32*	5.0	WED.		
			1.30													4.7	WED.		
ABC BARETTA-THU.	1	1.06- 1.51AM	1.00	2,670	3.5	2,060	2.7	21	2.6	THU.									
			1.15				2.5*	18*	2.5	THU.									
			1.30						2.7	THU.									
			1.45				2.8*	25*	2.9	THU.									
ABC BARETTA-WED.	1	1.07- 1.54AM	1.00	3,130	4.1	2,590	3.4	32	3.4	WED.									
			1.15				3.3*	28*	3.3	WED.									
CONT'D																			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D			1.30						3.5	WED.							
ABC BARETTA-WED.-CONT'D			1.45					3.5*	36*	3.5	WED.						
ABC CHARLIE'S ANGELS-11.30	2	1.09- 2.15AM	1.00								6,030	7.9	4,200	5.5	30	6.2	FRI.
			1.15											6.0*	28*	5.9	FRI.
			1.30													5.6	FRI.
			1.45											5.5*	30*	5.4	FRI.
			2.00													4.9	FRI.
CBS NEWSBREAK-M-F		>	8.45	11,220	14.7	10,990	14.4	23	14.6	M-F	11,670	15.3	11,670	15.3	24	15.3	M-F
CBS CBS NEWS SPEC. RPT-THUR(S)	1	11.30-12.00MD	11.30	5,650	7.4	4,650	6.1	20	6.4	THU.							
			11.45						5.8	THU.							
CBS CBS NEWS SPEC.RPT-11.30PM(S)	1	11.30-12.00MD	11.30	8,320	10.9	6,710	8.8	24	9.3	TUE.							
			11.45						8.3	TUE.							
CBS LATE MOVIE I	1	>	11.30	6,030	7.9	3,890	5.1	22	6.2	M-F	8,090	10.6	5,340	7.0	27		M-TH
	2	>	+GRID														MTUTH
			11.45					6.3*	17*	6.3	W & F				8.0*	23*	7.8
			12.00							5.6	M-F						7.0
			12.15					5.5*	22*	5.1	M-F				7.0*	28*	7.0
			12.30							4.9	M-F						6.6
			12.45					4.8*	25*	4.7	M-F				5.6*	30*	5.5
			1.00							4.4	MTUTH						4.7

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS UPDATE-M-F-CONT'D	2	8.58- 8.59PM	8.45						20.1	M & TH	13,510	17.7	13,510	17.7	27	17.7	M-F		
NBC TONIGHT SHOW	1	>	11.30	8,240	10.8	4,730	6.2	25	9.0	TH & F									
	2	>	11.45				8.2*	27*	7.4	THU.	8,770	11.5	4,880	6.4	22		M-F		
			12.00						7.2	TH & F									
			12.15				6.4*	28*	6.2	TH & F									
			12.30						5.6	TH & F									
			12.45				5.6*	22*	5.4	TH & F									
			1.00						5.1	FRI.						5.2	TUE.		
			1.15				4.8*	25*	4.5	FRI.									
NBC NBC NEWS SPECIAL REPORT(S)	1	11.52-12.52AM	11.45	7,170	9.4	4,500	5.9	22	8.8	MON.									
			12.00						7.4	MON.									
			12.15				6.4*	22*	5.5	MON.									
			12.30						4.3	MON.									
			12.45				4.0*	19*	3.6	MON.									
NBC TOMORROW SHOW	1	>	12.15	3,660	4.8	2,440	3.2	20	5.7	M-TH									
			12.30						4.3	M-W									
			12.45				3.9*	20*	3.3	M-W									
			1.00						3.0	M-TH									
			1.15				2.7*	19*	2.4	M-TH									
			1.30						1.8	M & TH									
NBC MIDNIGHT SPECIAL	2	1.00- 2.30AM	1.00								5,340	7.0	2,980	3.9	25	4.9	FRI.		
			1.15											4.8*	24*	4.6	FRI.		
			1.30													4.3	FRI.		
			1.45											4.0*	25*	3.7	FRI.		
			2.00													3.1	FRI.		
			2.15													2.8	FRI.		
NBC TOMORROW SHOW	2	>	+GRID								2,750	3.6	2,060	3.0*	25*		M-TH		
			1.45											2.7	21		M-TH		
			2.00											3.0*	26*	2.3	M-TH		
														2.2		2.2	TUE.		
NBC MIDNIGHT SPECIAL	1	1.42- 3.12AM	1.30	3,430	4.5	1,980	2.6	23	3.7	FRI.									
			1.45						2.9	FRI.									
			2.00						2.7	FRI.									
			2.15				2.6*	21*	2.5	FRI.									
			2.30						2.4	FRI.									
			2.45				2.4*	24*	2.4	FRI.									
			3.00						2.4	FRI.									
DAY MONDAY-FRIDAY																			
ABC POPE JOHN PAUL II(SUS)	1	9.05- 9.30AM	9.00																
ABC POPE IN AMERICA-II(SUS)	1	11.08-11.48AM	11.00																
ABC POPE IN NEW YORK(SUS)	1	12.00- 1.20PM	12.00																
ABC ABC DAYTIME NEWSBRIEF-M-F		>	1.45	6,560	8.6	6,180	8.1	30	8.5	MTUF	6,710	8.8	6,710	8.8	32	8.6	MTHF		
ABC ABC DAYTIME NEWSBRIEF-MON(SUS)	1	1.57- 1.59PM	1.45																
ABC ABC DAYTIME NEWSBRIEF-TUE(SUS)		1.57- 1.59PM	1.45																
ABC ABC DAYTIME NEWSBRIEF-WED(SUS)	2	1.57- 1.59PM	1.45														TUE.		
ABC POPE IN BOSTON(SUS)	1	2.51- 3.30PM	2.45							MON.							WED.		

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																			
ABC GENERAL HOSPITAL		>	-GRID	9,160	12.0	6,790	8.9	29		M-F	9,690	12.7	7,320	9.6	32		M-F		
			3.15				8.5*	29*	8.6	TU-F									
			3.30						8.9	M-F									
			3.45				9.2*	30*	9.5	M-F									
			4.00						9.5	MON.									
			4.15				9.6*	30*	9.7	MON.									
ABC CARTER PRESS CONF.-ABC(SUS)	2	3.30- 4.07PM	3.30											9.8*	31*	10.1	TUE.		
ABC EDGE OF NIGHT(B)	1	4.00- 4.30PM	4.00	3,970	5.2	3,430	4.5	15	4.7	TUE.						9.6	TUE.		
			4.15						4.4	TUE.							MON.		
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								8,320	10.9	5,720	7.5	21	6.6	WED.		
			4.45											6.7*	20*	6.8	WED.		
			5.00											8.4*	22*	8.3	WED.		
			5.15													8.6	WED.		
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS MAGAZINE(S)	1	10.00-10.54AM	10.00	4,500	5.9	2,820	3.7	21	4.4	THU.							M-F		
			10.15				4.2*	24*	4.0	THU.									
			10.30						3.3	THU.									
			10.45				3.2*	18*	3.1	THU.									
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	2,750	3.6	2,210	2.9	16	2.9	M-F	2,820	3.7	2,440	3.2	17	3.2	M-F		
5 CBS NEWS SPEC.RPT-11.00AM(S)	1	11.00-11.45AM	11.00	4,960	6.5	3,360	4.4	24	4.5	WED.									
			11.15				4.3*	23*	4.2	WED.									
			11.30						4.4	WED.									
5 CBS NEWS SPEC.RPT-12.00NN(S)	1	12.00- 1.19PM	12.00	8,550	11.2	5,190	6.8	29	6.9	TUE.									
			12.15				7.0*	31*	7.1	TUE.									
			12.30						6.9	TUE.									
			12.45				6.6*	28*	6.3	TUE.									
			1.00						6.6	TUE.									
			1.15						7.1	TUE.									
GUIDING LIGHT	1	>	-GRID	7,940	10.4	6,100	8.0	28		M-F									
			3.30						7.5	MON.									
			3.45				7.6*	25*	7.7	MON.									
CBS NEWS SPEC.RPT-2.51PM(S)	1	2.51- 3.29PM	2.45	7,860	10.3	6,180	8.1	28	8.6	MON.									
			3.00						8.3	MON.									
			3.15				8.0*	27*	7.6	MON.									
CARTER PRESS CONF.-CBS(SUS)	2	3.30- 4.07PM	3.30																
LOVE OF LIFE(B)	1	4.00- 4.30PM	4.00	2,210	2.9	1,830	2.4	8	2.4	MON.							TUE.		
			4.15						2.4	MON.									
RAZZMATAZZ(S)	1	4.00- 4.30PM	4.00	4,880	6.4	3,890	5.1	17	5.1	TUE.									
			4.15						5.1	TUE.									
NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F									
POPE-BATTERY(SUS)	1	10.52-11.42AM	10.45							TUE.							M-F		
NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F		
POPE-ADDRESS(SUS)	1	12.00- 1.18PM	12.00							TUE.							M-F		
NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F		

U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	%	%		
DAY MONDAY-FRIDAY-CONT'D																			
NBC POPE-1(SUS)	1	1.05- 2.01PM	1.00								TUE.								
NBC ANOTHER WORLD	1	>	2.30	6,940	9.1	4,880	6.4	22	5.9	M & TU		6,790	8.9	4,880	6.4	22	M-F		
	2	>	-GRID																
			2.45				5.6*	21*	5.9	M & TU									
			3.00						5.8	M & TU									
			3.15				6.0*	21*	6.2	M & TU									
			3.30						7.0	M & TU									
			3.45				7.1*	24*	7.2	M & TU									
NBC POPE ARRIVAL(SUS)	1	2.47- 3.33PM	2.45								MON.				6.9*	23*	7.0 M W T H F		
NBC AMER. LEAGUE CHAMP. GM 2(S)	1	3.00- 6.12PM	3.00	18,620	24.4	7,710	10.1	30	5.6	THU.							6.9 M W T H F		
			3.15				5.9*	21*	6.2	THU.									
			3.30						7.6	THU.									
			3.45				8.0*	27*	8.3	THU.									
			4.00						8.6	THU.									
			4.15				8.7*	28*	8.9	THU.									
			4.30						9.5	THU.									
			4.45				9.6*	29*	9.7	THU.									
			5.00						10.7	THU.									
			5.15				11.3*	32*	11.9	THU.									
			5.30						14.1	THU.									
			5.45				14.7*	36*	15.3	THU.									
NBC NAT'L LEAGUE CHAMP. GM 2(S)	1	3.00- 6.43PM	6.00	20,910	27.4	9,610	12.6	33	16.3	THU.									
			3.00				7.6*	24*	7.2	WED.									
			3.15						8.1	WED.									
			3.30				8.9*	27*	8.9	WED.									
			3.45						9.0	WED.									
			4.00						10.2	WED.									
			4.15				10.8*	32*	11.3	WED.									
			4.30						12.1	WED.									
			4.45				12.3*	34*	12.4	WED.									
			5.00						13.8	WED.									
			5.15				14.1*	37*	14.3	WED.									
			5.30						15.1	WED.									
			5.45				15.5*	37*	15.9	WED.									
			6.00						16.9	WED.									
			6.15				17.1*	36*	17.4	WED.									
			6.30						17.1	WED.									
NBC NAT'L LEAGUE CHAMP. GM 3(S)	1	3.00- 3.30PM	3.00	21,750	28.5	9,380	12.3	31	5.8	FRI.									
	1	3.50- 7.00PM																	
			3.15				6.2*	21*	6.5	FRI.									
			3.30							FRI.									
			4.00						9.1	FRI.									
			4.15				9.5*	28*	10.0	FRI.									
			4.30						11.4	FRI.									
			4.45				11.5*	32*	11.7	FRI.									
			5.00						12.7	FRI.									
			5.15				13.2*	34*	13.7	FRI.									
			5.30						14.3	FRI.									
			5.45				14.5*	34*	14.8	FRI.									
CONT'D																			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY MONDAY-FRIDAY-CONT'D																			
NBC NAT'L LEAGUE CHAMP. GM 3(S)-CONT'D																			
			6.00																
			6.15					15.8*	34*	15.6	FRI.								
			6.30							16.0	FRI.								
			6.45					16.9*	34*	17.2	FRI.								
NBC CARD SHARKS SP.(S)	1	3.30-	3.50PM	3.30	4,960	6.5	4,350	5.7	18	16.6	FRI.								
			3.45							5.8	FRI.								
NBC CARTER PRESS CONF-NBC(SUS)	2	3.30-	4.09PM	3.30						5.7	FRI.								
NBC NBC NIGHTLY NEWS	1	>	-GRID	9,690	12.7	8,470	11.1	23									TUE.		
			6.45							11.5	M-F								
			7.00							11.3	M-TH								
			7.15							10.7	FRI.								
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.56AM		8.56-	8.59AM	8.45	4,270	5.6	3,820	5.0	21	5.0		3,890	5.1	3,590	4.7	20	4.7		
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-	10.59AM	10.45	4,580	6.0	4,350	5.7	23	5.7		4,430	5.8	4,120	5.4	23	5.4		
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-	11.29AM	11.15	5,340	7.0	5,040	6.6	28	6.6		3,820	5.0	3,510	4.6	18	4.6		
ABC DEAR ALEX & ANNIE-11.56AM		11.56-	11.59AM	11.45	4,270	5.6	3,820	5.0	23	5.0		4,500	5.9	4,350	5.7	25	5.7		
ABC WORLD SERIES GAME #4(S)	2	12.44-	4.53PM	-GRID								31,050	40.7	17,930	23.5	63			
ABC WORLD SERIES PRE GAME #4(S)	2	12.30-	12.44PM	12.30															
ABC NCAA FOOTBALL PRE GAME	1	1.30-	1.43PM	-GRID	6,180	8.1	5,490	7.2	28			9,000	11.8	8,700	11.4	38	28.9		
	1	1.53-	1.58PM														11.4		
			1.45							6.7									
ABC POPE IN WASHINGTON I(SUS)	1	1.43-	1.53PM	1.30															
ABC HALF-TIME REPORT:POPE(SUS)	1	3.29-	3.33PM	3.15															
ABC NCAA FOOTBALL POST GAME	1	4.57-	5.07PM	4.45	4,650	6.1	5,110	6.7	18	7.1									
			5.00							6.6									
	2	6.52-	7.00PM	6.45								12,510	16.4	10,450	13.7	31	13.7		
CBS SUNRISE SEMESTER-SAT(SUS)		6.30-	7.00AM	6.30															
CBS IN THE NEWS- 8.26AM		8.26-	8.29AM	8.15	3,660	4.8	3,360	4.4	29	4.4		3,820	5.0	3,510	4.6	28	4.6		
CBS IN THE NEWS- 8.56AM		8.56-	8.59AM	8.45	4,270	5.6	4,040	5.3	27	5.3		5,340	7.0	4,960	6.5	32	6.5		
CBS IN THE NEWS- 9.26AM		9.26-	9.29AM	9.15	5,880	7.7	5,800	7.6	32	7.6		6,330	8.3	6,030	7.9	33	7.9		
CBS IN THE NEWS- 9.59AM		9.59-	10.02AM	9.45	7,400	9.7	6,870	9.0	35	9.1		7,860	10.3	7,320	9.6	38	9.5		
			10.00							9.0							9.6		
CBS IN THE NEWS-10.56AM		10.56-	10.59AM	10.45	5,420	7.1	5,190	6.8	28	6.8		6,330	8.3	6,100	8.0	32	8.0		
CBS IN THE NEWS-11.26AM		11.26-	11.29AM	11.15	4,730	6.2	4,500	5.9	25	5.9		6,260	8.2	6,030	7.9	31	7.9		
CBS IN THE NEWS-11.56AM		11.56-	11.59AM	11.45	4,880	6.4	4,500	5.9	25	5.9		5,190	6.8	4,810	6.3	23	6.3		
CBS IN THE NEWS-12.26PM		12.26-	12.29PM	12.15	3,660	4.8	3,430	4.5	18	4.5		3,970	5.2	3,740	4.9	16	4.9		
CBS IN THE NEWS-12.56PM		12.56-	12.59PM	12.45	3,820	5.0	3,510	4.6	18	4.6		4,040	5.3	3,890	5.1	15	5.1		
CBS IN THE NEWS- 1.26PM		1.26-	1.29PM	1.15	4,350	5.7	4,040	5.3	19	5.3		4,960	6.5	4,650	6.1	17	6.1		
CBS 30 MINUTES	1	1.30-	1.43PM	1.30	2,750	3.6	2,820	3.7	14	3.7									

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY SATURDAY-CONT'D															
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	4,040	5.3	4,040	5.3	27	5.3	3,590	4.7	3,360	4.4	22	4.4
NBC TIME OUT-9:58AM		9.58-10.00AM	9.45	4,650	6.1	4,500	5.9	24	5.9	4,730	6.2	4,650	6.1	25	6.1
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,270	5.6	4,120	5.4	21	5.4	4,730	6.2	4,580	6.0	25	6.0
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	2,980	3.9	2,900	3.8	16	3.8	4,730	6.2	4,500	5.9	24	5.9
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,280	4.3	3,200	4.2	18	4.2	4,120	5.4	3,970	5.2	20	5.2
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	3,360	4.4	3,200	4.2	18	4.2	4,200	5.5	4,200	5.5	21	5.5
DAY SUNDAY															
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,980	3.9	2,980	3.9	17	3.9	2,750	3.6	2,670	3.5	15	3.5
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,440	3.2	2,290	3.0	14	3.0	1,980	2.6	1,830	2.4	10	2.4
ABC ABC SPEC REPORT:POPE(SUS)	1	3.00- 3.11PM	3.00												
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	610	.8	610	.8	10	.8	690	.9	610	.8	10	.8
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,220	1.6	1,220	1.6	13	1.6	690	.9	690	.9	7	.9
CBS CBS NFL FOOTBALL POST	2	3.51- 4.00PM	3.45							3,430	4.5	2,670	3.5	9	3.5
CBS POPE NEWS REPORT(SUS)	1	5.23- 5.27PM	5.15												
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 3.34PM	-GRID 3.30							18,620	24.4	8,320	10.9	31	11.5
	1	4.00- 6.48PM	-GRID	19,610	25.7	9,310	12.2	30							
NBC POPE-HALF-TIME(SUS)	1	5.15- 5.22PM	6.45 5.15						13.5						